MIGHTY PEACE TOURISM DESTINATION AREA STUDY

March, 1984

IDS
I.D. SYSTEMS LTD.

84- 2880 /

CANADA

To Whom It May Concern:

The enclosed consultant's report provides an inventory and assessment of the tourism resources in the Land of the Mighty Peace, Tourist Zone 8 of Alberta. Potential tourism development opportunities are identified.

It should be noted that the report does not represent government policy. Rather it is the initial step in the destination area development process. As the second step, Alberta Tourism and Small Business is seeking input from the general public, the private sector, and other government agencies with an interest in the area. Over the next few months open houses and meetings will be arranged to obtain your input and to discuss the report.

If you have any comments relative to the report, please forward them to:

Planning Unit
Development Branch
Alberta Tourism and Small Business
12th Floor, Capitol Square Building
10065 Jasper Avenue
EDMONTON, Alberta
T5J 0H4

Further opportunities to discuss your feelings about this report and the tourism potential in the area will be available at the public drop-in sessions. Dates and details of these meetings will be advertised in local papers.

Additional copies of this report are available by contacting the above address, or by telephoning 427-4340.

Sincerely,

D.A. Hayes
Assistant Deputy Minister
Tourism Division

DAH:CLM:kjm

Alberta Tourism and Small Business, 10065 Jasper Avenue, Edmonton, Alberta, Canada T5J 0H4 - (403) 427-4321 - Telex 037-3651

MIGHTY PEACE TOURISM DESTINATION AREA STUDY

Prepared for

Travel Alberta

Prepared by

I.D. Systems Ltd.

In Association With
Pannell Kerr Forster Campbell Sharp
and
Great Plains Research Consultants

March, 1984

EXECUTIVE SUMMARY

MIGHTY PEACE
TOURISM DESTINATION
AREA STUDY

EXECUTIVE SUMMARY

The purpose of this study is to inventory and analyze tourism resources and identify opportunities for tourism development in the "Land of the Mighty Peace" (Tourist Zone 9) . This study is part of Phase 1 of the four-phase Tourism Destination Area Planning Process undertaken by Alberta Tourism and Small Business to encourage the systematic and orderly development of the tourism industry in the Zone.

INVENTORY AND ASSESSMENT

This report identifies tourism development opportunities in the Zone for the private and public sectors. It is based on an inventory and analysis of tourism resources including:

- biophysical resources such as vegetation, physiography, rivers and lakes;
- physical tourism resources such as provincial parks, campgrounds, hotels, motels, transportation services, events and attractions;
- heritage resources such as history, historic sites and museums; and
- human resources such as population growth and distribution, and leisure trends.

In addition, an assessment of visitor characteristics was completed and tourism markets for the Zone were identified. The attitudes, issues, and concerns of residents, operators, and local and provincial government representatives towards tourism development also were considered in identifying tourism development opportunities for the Zone.

The boundaries of the Zone are shown on Map 1.

TOURISM DEVELOPMENT OPPORTUNITIES

Tourism development opportunities are identified on the following basis:

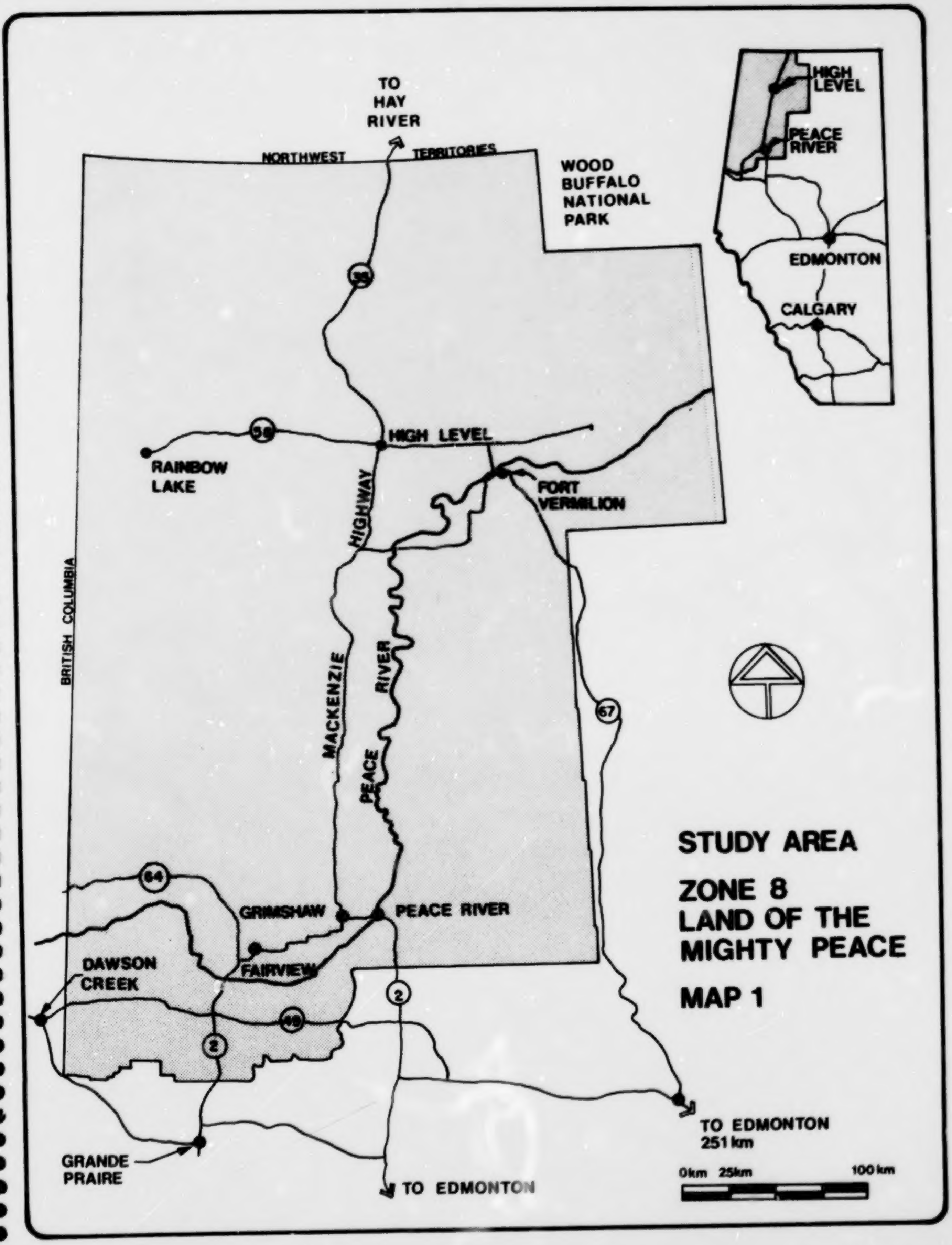
(a) the capability of the Zone's human and natural resources to support and sustain development;

(b) the capability of the particular development or program to attract tourists in comparison to other tourism developments or programs; and

(c) the cost of development or implementation and its probable contribution to increasing tourism in the Zone.

The identified development opportunities may require some further assessment of feasibility by potential investors or operators prior to implementation.

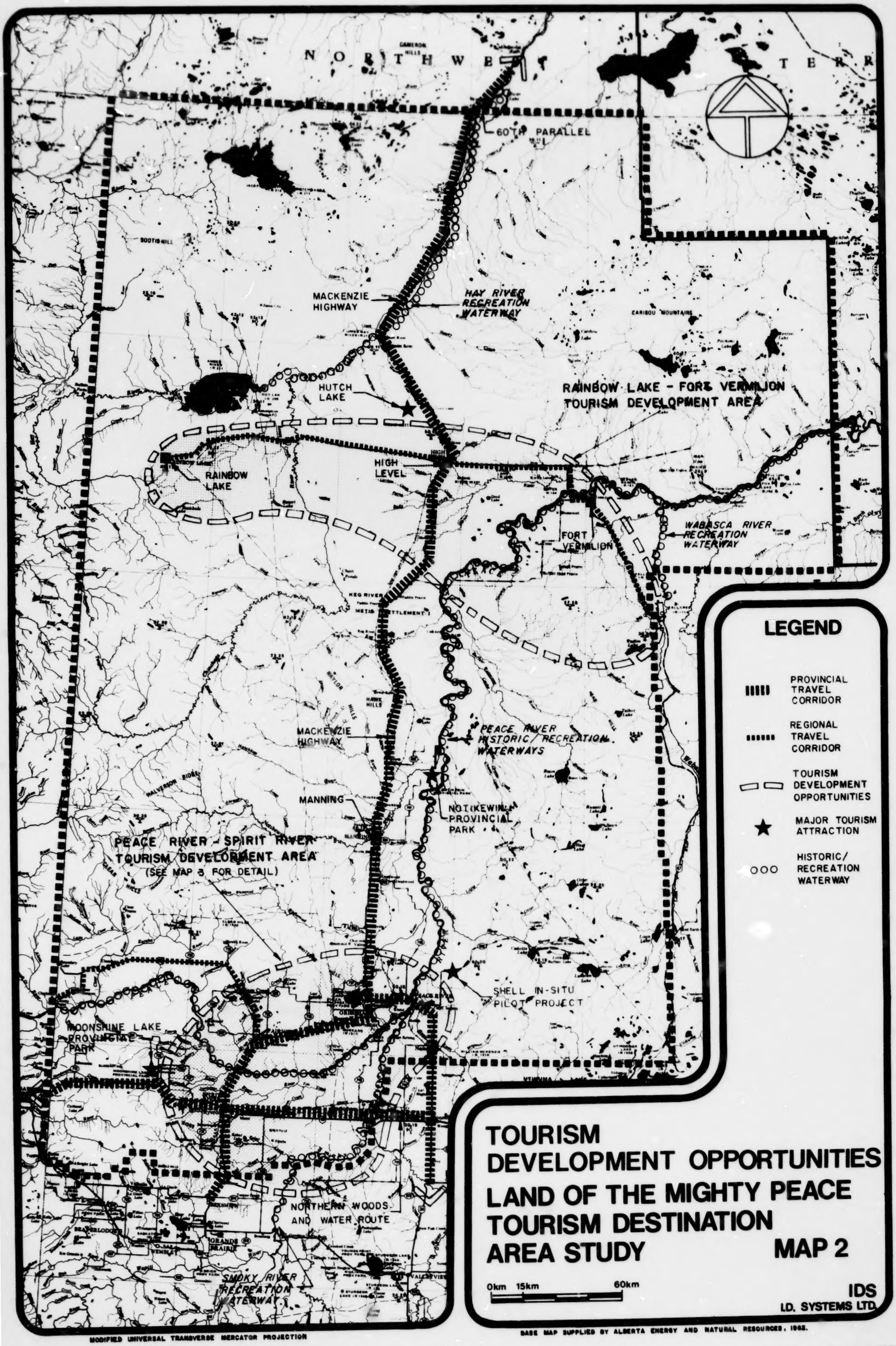
Map 2 shows the locations of those tourism development opportunities that can be mapped. Others are not site specific. Order of magnitude cost estimates are provided for the tourism development opportunities in the Appendix of the study report.


TO HAY RIVER
NORTHWEST TERRITORIES
WOOD BUFFALO NATIONAL PARK
HIGH LEVEL
PEACE RIVER
EDMONTON
CALGARY
35
58
RAINBOW LAKE
HIGH LEVEL
FORT VERMILION
BRITISH COLUMBIA
MACKENZIE HIGHWAY
PEACE RIVER
67
64
GRIMSHAW
PEACE RIVER
FAIRVIEW
DAWSON CREEK
2
49
2
TO EDMONTON 251 km
GRANDE PRAIRE
TO EDMONTON
0km 25km 100 km

STUDY AREA

**ZONE 8
LAND OF THE
MIGHTY PEACE**

MAP 1


NORTHWEST TERR
60TH PARALLEL
MACKENZIE HIGHWAY
HAY RIVER RECREATION WATERWAY
CARIBOU MOUNTAINS
HUTCH LAKE
RAINBOW LAKE - FORT VERMILION TOURISM DEVELOPMENT AREA
RAINBOW LAKE
HIGH LEVEL
FORT VERMILION
WABASCA RIVER RECREATION WATERWAY
KEG RIVER
METIS SETTLEMENT
HAWK HILLS
MACKENZIE HIGHWAY
PEACE RIVER HISTORIC/ RECREATION WATERWAYS
MANNING
NOTIKEWIN PROVINCIAL PARK
PEACE RIVER - SPIRIT RIVER TOURISM DEVELOPMENT AREA (SEE MAP 3 FOR DETAIL)
SHELL IN-SITU PILOT PROJECT
MOONSHINE LAKE PROVINCIAL PARK
NORTHERN WOODS AND WATER ROUTE
GRANDE PRAIRIE
SMOKY RIVER RECREATION WATERWAY
LEGEND
PROVINCIAL TRAVEL CORRIDOR
REGIONAL TRAVEL CORRIDOR
TOURISM DEVELOPMENT OPPORTUNITIES
MAJOR TOURISM ATTRACTION
HISTORIC/ RECREATION WATERWAY
0km 15km 60km
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TOURISM DEVELOPMENT OPPORTUNITIES LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 2

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1982.

The topic "DISCOVER" is introduced for the coordination of programs and the development of tourism in the Zone. Tourists can discover interesting attractions and events associated with agriculture, outdoor adventure, forestry, oil and gas activities, art and culture, heritage resources, and hunting and fishing in the Land of the Mighty Peace.

The private sector, local and provincial government agencies, the tourist association, and community groups and organizations all have roles to play in the development and promotion of tourism in the Zone.

Several tourism development opportunities were identified throughout the Zone:

Outdoor Adventure Opportunities

- Hunting, fishing and boating/canoeing are the major recreation activities with good potential to attract more tourists in the Zone.

- Hunting and fishing throughout the Zone, both in remote locations and in areas close to the population centres, can be promoted. There are good opportunities to expand guiding and transportation services. For example, the bear population can probably withstand considerably increased harvest levels. Some remote locations offer hunting and fishing opportunities that are not presently exploited fully. The tourist association, the local fish and game associations and the Indian and Metis groups should work with guides and charter air services to develop a central information service for hunters/fishermen and to secure rights to utilize various private air strips in remote areas. Information on the locations of fishing spots and how to access them should be compiled and made available through the tourist information centres.

- Detailed guides (Reach Reports) for paddling the Peace, Smoky, Wabasca and Hay Rivers should be updated and made available at tourist information centres.

- Boat launches and a marina should be developed on the Peace River to facilitate access and service river traffic.

The Mackenzie Highway

- There are opportunities for tourism developments along the Mackenzie Highway to service tourist traffic passing through to destinations off the Mackenzie Highway or outside the Zone. Attractions, services and facilities such as Notikewin Provincial Park, tourist information services and restaurants should be developed along or near the highway in an effort to induce travellers to remain in the Zone for additional time. This could be achieved by offering good quality services, events and attractions.

- Signage improvements and auto tour programs are the most feasible tourism development opportunities along the Mackenzie Highway. Trail designation, distance markers and point-of-interest signs are required. The Mackenzie Highway should be the focus of an auto tour exploration guide developed for the Zone.

- Sanitary dumping stations should be constructed at Twin Lakes, High Level and Indian Cabins.

- A new tourist information centre should be developed in High Level at a location with better access and greater visibility than the existing centre. Tourist information services for the Zone and the Province should be provided at or near the Northwest Territories/Alberta border.

- A stronger link between tourism industries in Alberta and the Northwest Territories can be formed using the Mackenzie Highway as the focus for joint promotion activities.

Travel Corridors

- More travel linkages to outside destinations should be developed and promoted to increase travel into and through the Zone. This can be done by developing auto tour programs and brochures, more and better signage, and improving the services, facilities and attractions along the routes.

- Circle tours should be developed in conjunction with tourist associations in adjacent zones, British Columbia and the Northwest Territories.

Accommodations

- Existing fixed roof accommodations are expected to serve the needs of tourists in the Zone for now and the foreseeable future.

- To promote tourist activities associated with agriculture and the lifestyle of the area and to appeal to a broader tourist market, new forms of accommodation should be introduced to the Zone such as farm vacations and bed and breakfast operations.

Parks and Campgrounds

- Regional park developments are required in or near High Level and Peace River to provide recreation opportunities for residents and tourists.

- Notikewin Provincial Park has the potential and capability to accommodate a broad range of outdoor recreation activities. At a minimum, development of the park should include an improved day-use area and a nature trail system. Road and boat launch improvements also are required.

- General improvements such as the addition of furniture and landscaping and improved maintenance are required at campgrounds throughout the Zone. Power service should be extended to more sites and sanitary dumping stations should be developed in several campgrounds.

Industrial Tours

- Industrial tour programs geared to auto tours and bus tour groups should be developed to inform people about interesting economic developments and activities in the area, and to give tourists an opportunity to view the operation of Alberta's principal industries.

Opportunities for Indian and Metis People

- Indian and Metis groups and associations should examine the feasibility of establishing a cooperative or central distribution house to facilitate the marketing and distribution of Indian and Metis arts and crafts.

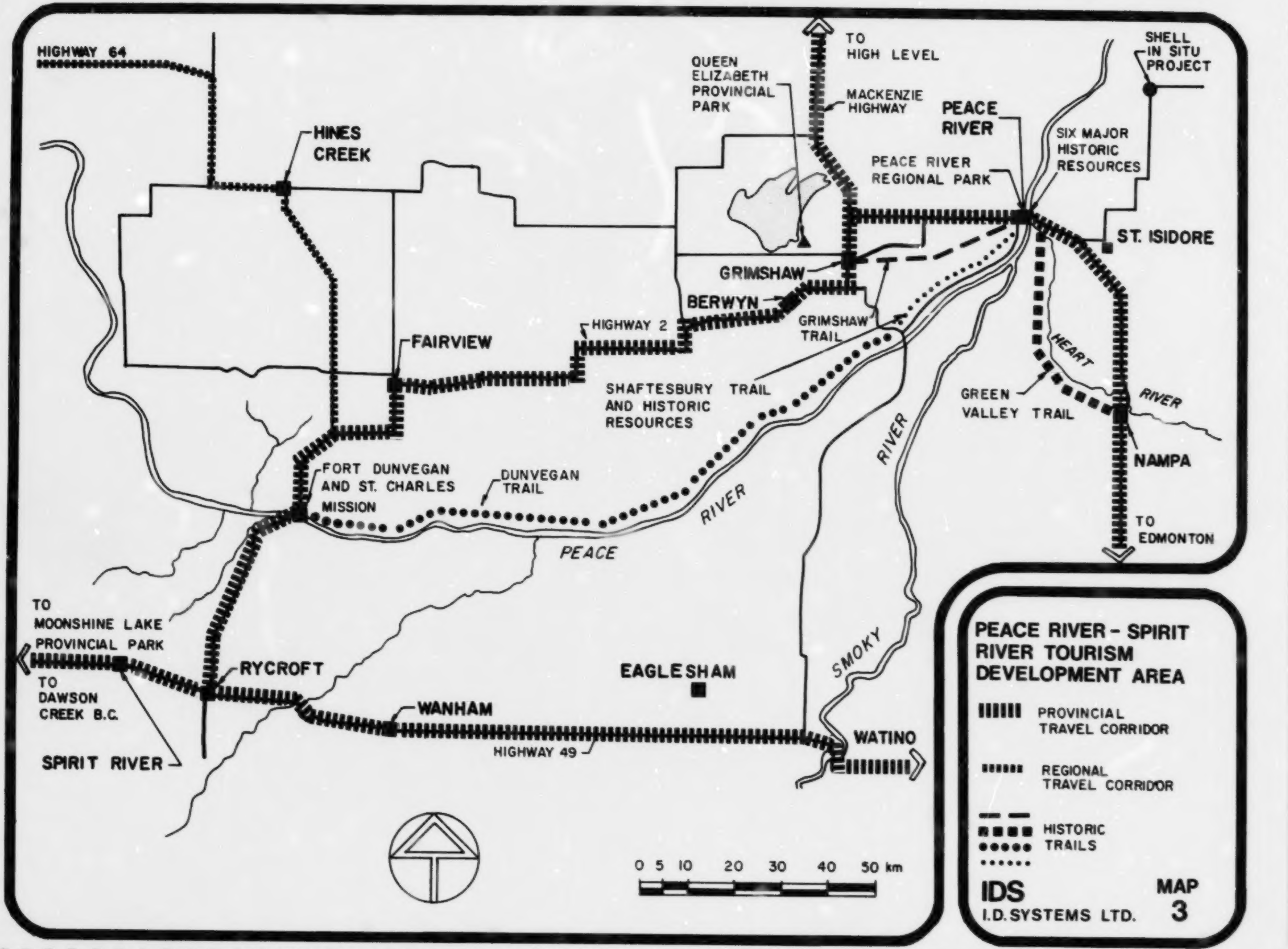
- There are good opportunities to expand guide and outfitter services.

Two areas were identified as offering a wide variety of tourism development opportunities and were therefore examined in more detail.

Peace River - Spirit River Tourism Development Area

This area is shown on Map 3. Opportunities in this area include:

- The development of historic and recreation trail and road systems along the length of the Peace River.
- Interpretive and directional signage improvements at and to the 12 Foot Davis gravesite and viewpoint.
- Trail improvements and interpretive programs in the Green Valley Nature Reserve.
- Minor site improvements to parking and picnic areas and upgrading of signage to and at the Sagitawa Lookout on Judah Hill.
- An interpretive signage program with associated day-use site improvements at sites, trails and monuments throughout the area. Emphasis should be placed on the development of interpretive program brochure guides for visitors interested in the exploration, mission and settlement history of the area.


HIGHWAY 64
HINES CREEK
FAIRVIEW
TO HIGH LEVEL
QUEEN ELIZABETH PROVINCIAL PARK
MACKENZIE HIGHWAY
PEACE RIVER
SHELL IN SITU PROJECT
SIX MAJOR HISTORIC RESOURCES
PEACE RIVER REGIONAL PARK
ST. ISIDORE
GRIMSHAW
BERWYN
HIGHWAY 2
GRIMSHAW TRAIL
SHAFTESBURY TRAIL AND HISTORIC RESOURCES
HEART RIVER
GREEN VALLEY TRAIL
NAMPA
TO EDMONTON
SMOKY RIVER
FORT DUNVEGAN AND ST. CHARLES MISSION
DUNVEGAN TRAIL
PEACE RIVER
TO MOONSHINE LAKE PROVINCIAL PARK
TO DAWSON CREEK B.C.
SPIRIT RIVER
RYCROFT
WANHAM
EAGLESHAM
HIGHWAY 49
WATINO
0 5 10 20 30 40 50 km
PROVINCIAL TRAVEL CORRIDOR
REGIONAL TRAVEL CORRIDOR
HISTORIC TRAILS
IDS
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PEACE RIVER - SPIRIT RIVER TOURISM DEVELOPMENT AREA

MAP 3

- Improvements in programming, display and hours of operation at existing museums in Peace River, Fairview and Wanham to increase the quality of museum experiences. Programs and displays in the Zone's museums should be coordinated or tied into an overall historic resources interpretive program.

Rainbow Lake - Fort Vermilion Tourism Development Area

This is the second area (see Map 2) identified as offering a wide variety of tourism development opportunities. There are a variety of opportunities available due to the diversity of economic activity, landforms and features, the people and history in the area. There is good potential for the development of historical resources in the area as attractions for tourists. Fort Vermilion Settlement, Sheridan Lawrence Ranch, Old Bay House and St. Barnabas Anglican Church are some of the significant historical resources in the area.

In addition to the opportunities already presented such as the Hutch Lake recreation area, industrial tours and circle tours, the opportunities in this area include:

- development of a museum in Fort Vermilion to display artifacts from local settlers and historic sites, and farm machinery used in breaking and cultivating the land around the community; and

- development of facilities and interpretive programs to present the history of the Peace River and its importance to travel and exploration in the area.

Tourist Association Activities

The Land of the Mighty Peace Tourist Association has a major role to play as a proponent and organizer of action to implement many of the tourism development opportunities in the Zone. The association should play a major role in bringing together the human and financial resources from the private and public sectors necessary for the development of tourism.

ACKNOWLEDGEMENTS

The successful completion of this study would not have been possible without the cooperation and assistance of many individuals and organizations. Several individuals in government and operators of attractions provided documents, maps, brochures, statistics, data, information and suggestions which proved invaluable to the inventory and assessment of resources and identification of tourism development opportunities. The list of contacts in Appendix B attempts to identify most individuals contacted in the course of the study.

Members of the Steering Committee and consulting team responsible for the preparation of this assessment are:

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Judy Norstrom	Manager, Land of the Mighty Peace Tourist Association (from September '83)
Elsie Fischer	Manager, Land of the Mighty Peace Tourist Association (to August '83)

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I.D. SYSTEMS LTD.	
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Greg Sannes	Researcher and Resource Analyst
Al Garbutt	Resource Analyst
Fred Ennis	Engineering Technologist
PANNELL KERR FORSTER CAMPBELL SHARP	
Neil McNeil	Tourism and Marketing Consultant
Peter Walsh	Tourism and Marketing Consultant
GREAT PLAINS RESEARCH CONSULTANTS	
Barry Potyondi	Historian

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1

INTRODUCTION

SECTION ONE

INTRODUCTION

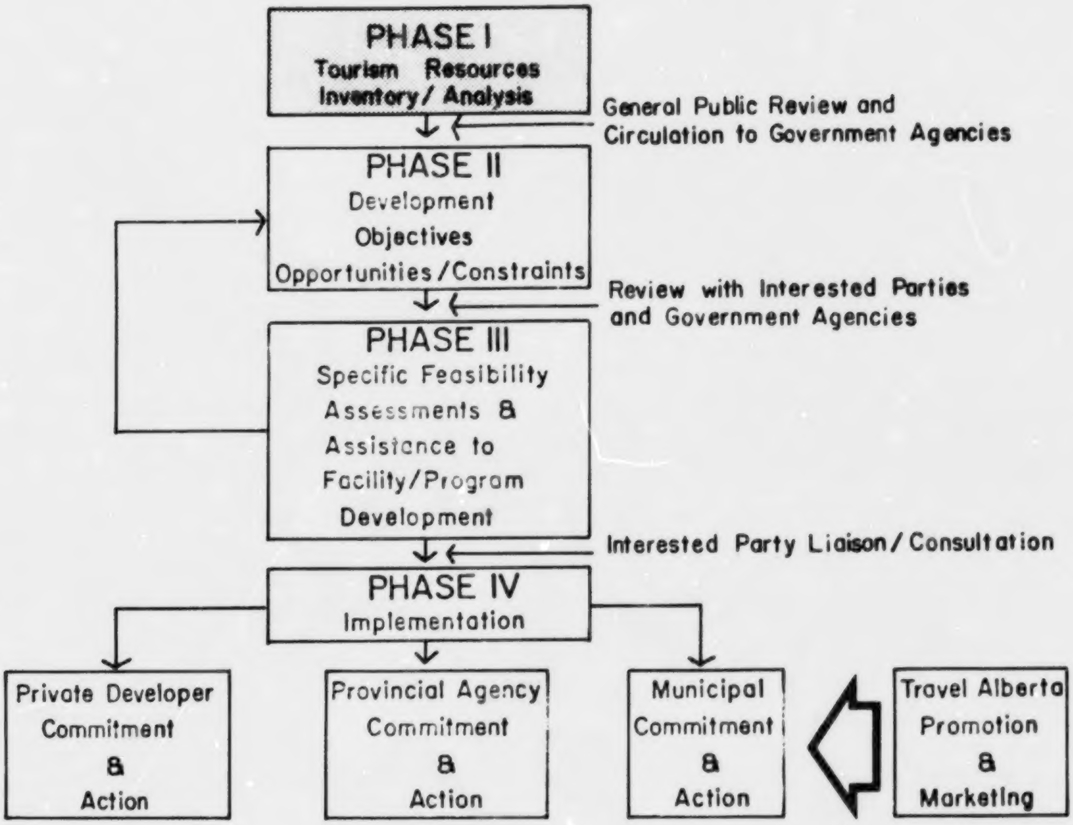
The Peace River is the mightiest river in the Province of Alberta in terms of water volume, flow and the size of its basin. It is the basis for the name of the "Land of the Mighty Peace" Tourist Zone or Tourist Zone 8. The Zone also features the Mackenzie Highway traversing it for 471 km from south to north. Peace River, Fairview, High Level, Grimshaw, Manning, Spirit River and Rainbow Lake are the Zone's largest communities. The natural resources provide a strong base for forestry, agriculture, and oil and gas industries. The Zone's resources, economic activities, history and people offer a variety of attractions and experiences for tourists to discover.

1.1 Study Purpose

The purpose of this study is to inventory and evaluate through preliminary feasibility analysis, specific opportunities and constraints relating to the orderly and systematic development of the tourism industry in the "Land of the Mighty Peace" and along the Mackenzie Highway. Particular attention is paid to opportunities for private sector involvement in tourism development.

Alberta Tourism and Small Business commissioned this tourism destination area study as part of Phase 1 of the four-phase Tourism Destination Area Planning Process which is illustrated in Figure 1.

TRAVEL ALBERTA
Tourism Destination Area Planning Process


PHASE I
Tourism Resources Inventory/ Analysis
General Public Review and Circulation to Government Agencies
PHASE II
Development Objectives Opportunities/Constraints
Review with Interested Parties and Government Agencies
PHASE III
Specific Feasibility Assessments & Assistance to Facility/Program Development
Interested Party Liaison/Consultation
PHASE IV
Implementation
Private Developer Commitment & Action
Provincial Agency Commitment & Action
Municipal Commitment & Action
Travel Alberta Promotion & Marketing

SOURCE: Travel Alberta: Planning Unit

FIGURE I

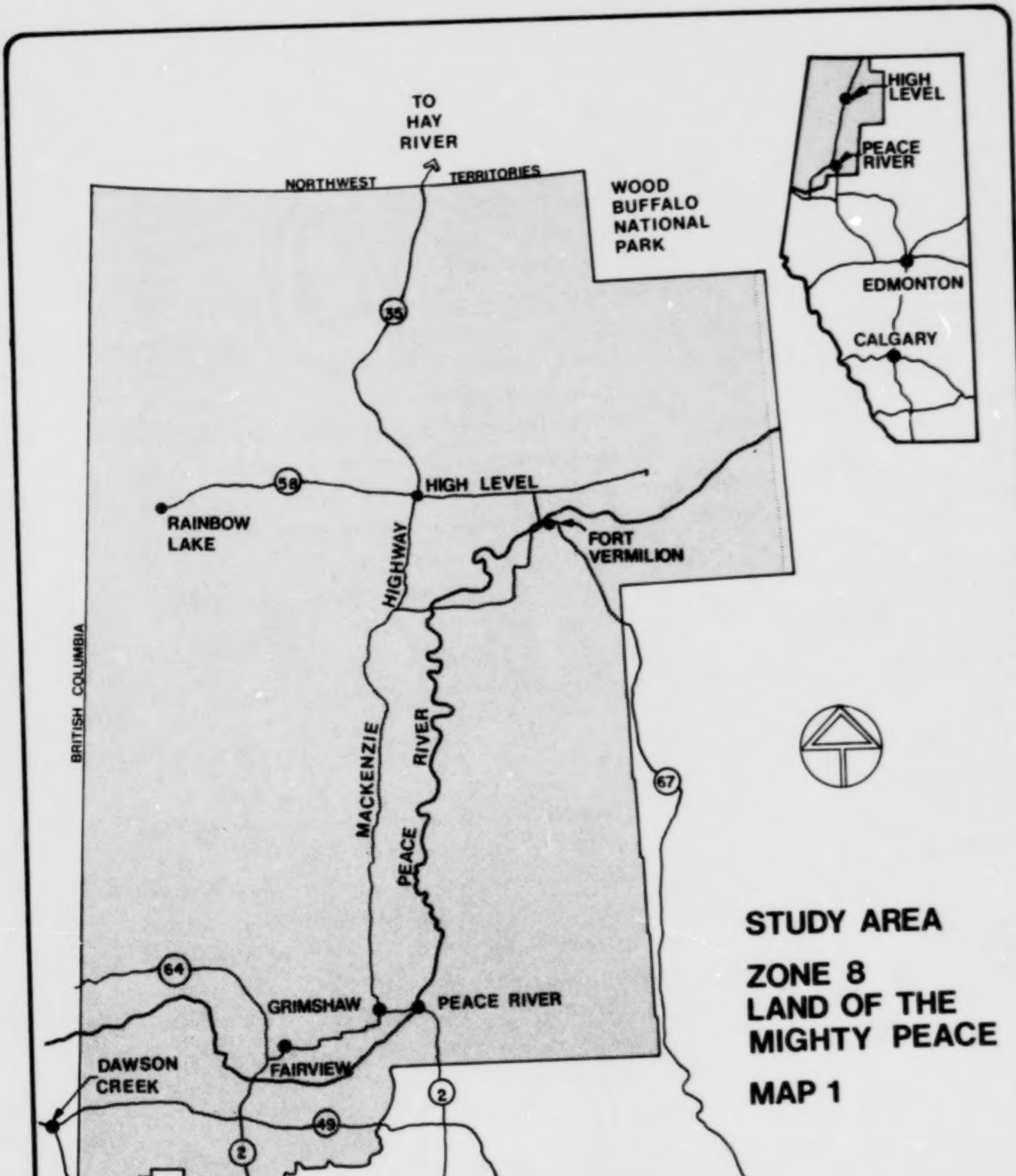
It is emphasized that this inventory and assessment identifies tourism development opportunities based on a general assessment of the Zone's resources and market potential for tourism. In many instances, further detailed studies of the resources, markets and finances would be required prior to implementation of a tourism development opportunity in the Zone. The opportunities identified in this report should not be interpreted as a plan for tourism development. Rather, they should be used to stimulate further discussion and as base information to undertake further steps towards tourism development. Alberta Tourism and Small Business will be conducting a series of open houses throughout the Zone to discuss the tourism destination area planning process, the findings and recommendations of this study, and to obtain input for preparation of a tourism development concept for the Zone.

Terms used in this report are defined in Appendix A.

1.2 Study Area

The Land of the Mighty Peace, second largest tourist zone in the Province, contains over 13.5 million hectares and 47,043 people (1982). The study area boundaries coincide with the Zone boundaries (Map 1). The study area is bounded by the Northwest Territories to the north, British Columbia defines the Zone's western boundary, and Wood Buffalo National Park borders the Zone to the northeast. The Land of the Midnight Twilight Tourist Zone borders the Zone to the east and forms part of the Zone's south boundary, and Game Country Tourist Zone forms most of the Zone's south boundary.

Vehicle access into the Zone from points in Alberta is achieved by Highways 2, 49 and 67. From Edmonton, over 450 km southeast of the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TO EDMONTON
0km 25km 100km
HIGH LEVEL
PEACE RIVER
EDMONTON
CALGARY

STUDY AREA

ZONE 8
LAND OF THE
MIGHTY PEACE

MAP 1

Zone, there are several routes via Highways 2, 33, 43, 44, 49 and 67. From British Columbia, access into the Zone is achieved via Alberta Highways 2, 49 and 64. From the north, the Mackenzie Highway (Alberta Highway 35) provides access from the Northwest Territories. Within the Zone, Highway 58 connects Rainbow Lake across the Mackenzie Highway to Jean D'or Prairie.

1.3 Study Process

The study was initiated in May of 1983. A Steering Committee provided guidance throughout the study process. Members of the Committee represented the Tourism Division and the Northern Development Branch of Alberta Tourism and Small Business and the Land of the Mighty Peace Tourist Association. The three-phase study process included inventory, assessment and report preparation phases. During the inventory phase (June and July of 1983), members of the consultant team travelled throughout the Zone to visit, assess and inventory tourist facilities and attractions and sample the services and hospitality. The operators of facilities and attractions, people involved in the tourist industry and interested government officials were contacted to discuss tourism development, identify issues and concerns, and listen to suggestions for improving tourism in the Zone. In addition to those people residing in the Zone, representatives of government agencies and businesses outside the Zone but with interests in tourism within the Zone were contacted. Appendix B contains a list of persons contacted during the course of this study.

At the same time that this study was conducted, a tourism study of the Mackenzie Highway from the Northwest Territories border north to the Town of Hay River, including the Hay River Reserve, was conducted by the same consultants. This served to coordinate the analysis and identification of promotion and development opportunities along the Mackenzie Highway. A few of the Steering Committee meetings for the Mighty Peace Study were attended by a representative of the Department of Economic Development and Tourism, Government of the Northwest Territories to coordinate the development of tourism planning and development efforts along the Mackenzie Highway.

1.4 Report Organization

The Mighty Peace Tourism Destination Area Study report is divided into sections, each dealing with a particular aspect of the study. The subsequent sections of this report are:

2.0 Tourism Development Opportunities
3.0 Biophysical Overview
4.0 Physical Tourism Resources
5.0 Heritage Resources
6.0 Human Resources
7.0 Visitor Characteristics and Tourism Markets

2

TOURISM DEVELOPMENT OPPORTUNITIES

SECTION TWO

TOURISM DEVELOPMENT OPPORTUNITIES

2.1 Introduction

This section of the report discusses tourism development opportunities that would capitalize on the natural and human resources of the Zone and the existing and potential markets. In addition, the opportunities take into account the local attitudes, issues and ideas concerning tourism development in the Zone.

Each tourism development opportunity is assessed in terms of:

(a) the capability of the Zone's human and natural resources to support and sustain the development;

(b) the capability of the particular development or program to attract tourists in comparison to other tourism developments; and

(c) the cost of development or implementation and its probable contribution to increasing tourism in the Zone;

The above capabilities are discussed at the Zone level in Sections Three through Seven in this report. Generally, development opportunities identified in this section require some further assessment of feasibility by possible investors or operators prior to implementation. Detailed feasibility assessments are recommended for some opportunities.

In order to coordinate and synthesize the tourism development opportunities in striving to increase the Zone's tourism activity, a promotion and development topic and common basic directions for development are identified. Following presentation of these aspects, tourism development opportunities are discussed in categories as follows:

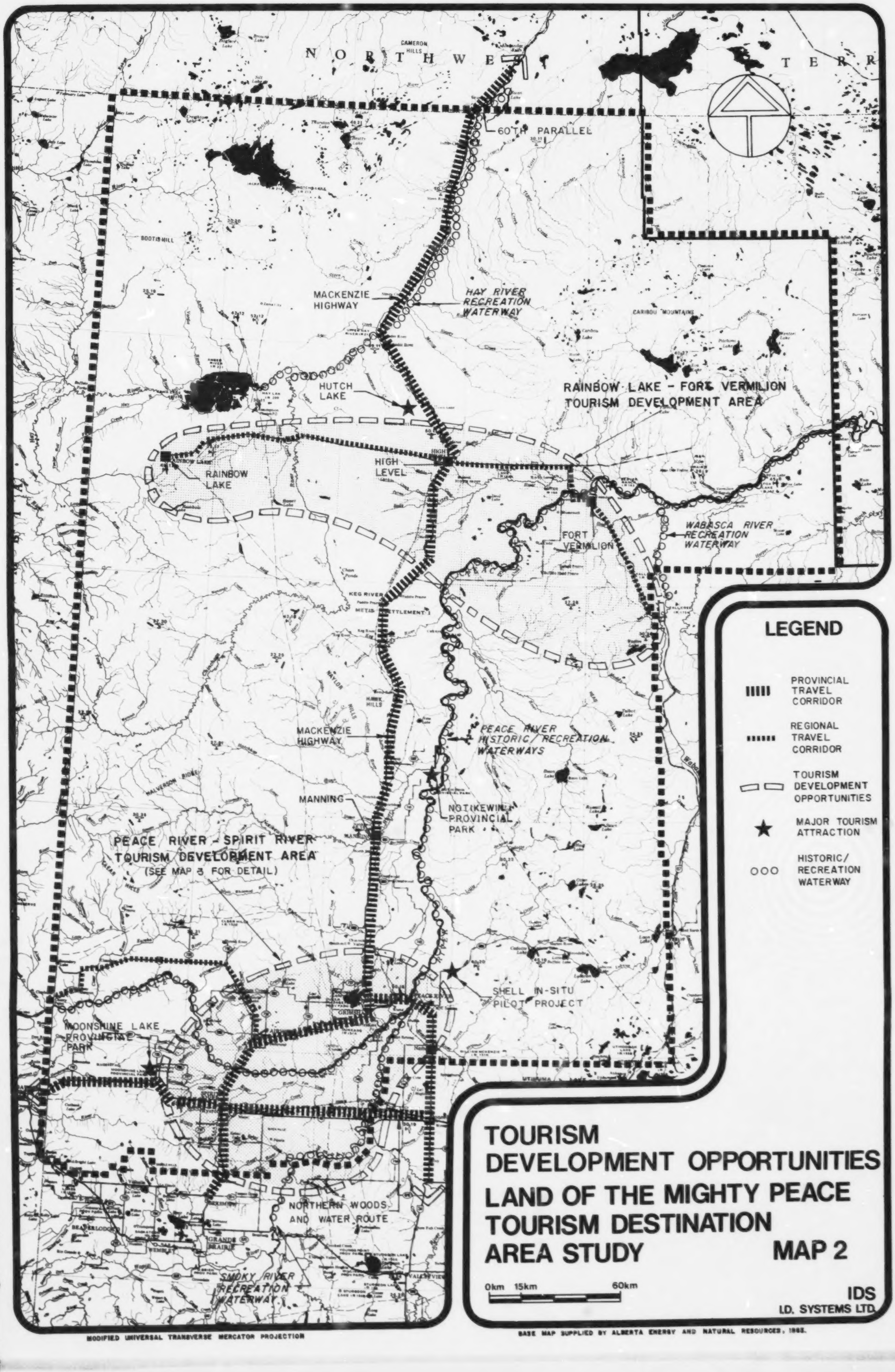
- outdoor adventure opportunities;
- the Mackenzie Highway;
- travel corridors;
- accommodations;
- parks and campgrounds;
- industrial tours;
- opportunities for Indian and Metis people;
- Peace River - Spirit River Tourism Development Area;
- Rainbow Lake - Fort Vermilion Tourism Development Area;
- tourist association activities.

Map 2 shows the location of those tourism development opportunities that can be mapped. Others are not site specific. Order of magnitude cost estimates for each tourism development or program having cost implications are presented in Appendix C. An implementation schedule and indication of possible investors or operators also are identified with the cost estimates.

This section concludes with a discussion of development priorities and impacts.

2.2 Promotion and Development Topic

Based on an assessment of the Zone's resources and input from local residents, operators and other interested groups and individuals, the most appropriate topic for promotion and development in the Land of the Mighty Peace Tourist Zone is: "DISCOVER". This topic is introduced to serve as a basic idea for the coordination of promotion and development of tourism in the Zone. It is not to be confused with a promotion theme or slogan such as "Land of the Mighty Peace".



NORTHWEST TERR
CAMERON HILLS
60TH PARALLEL
BOOTIS HILL
CARIBOU MOUNTAINS
MACKENZIE HIGHWAY
HAY RIVER RECREATION WATERWAY
HUTCH LAKE
RAINBOW LAKE - FORT VERMILION TOURISM DEVELOPMENT AREA
HIGH LEVEL
RAINBOW LAKE
FORT VERMILION
WABASCA RIVER RECREATION WATERWAY
PEACE
KEG RIVER
METIS SETTLEMENT
NAYLOR HILLS
HAWK HILLS
MACKENZIE HIGHWAY
PEACE RIVER HISTORIC/RECREATION WATERWAYS
HALVERSON RIDGE
MANNING
NOTIKEWIN PROVINCIAL PARK
PEACE RIVER - SPIRIT RIVER TOURISM DEVELOPMENT AREA (SEE MAP 3 FOR DETAIL)
SHELL IN-SITU PILOT PROJECT
GRIMSHAW
MOONSHINE LAKE PROVINCIAL PARK
NORTHERN WOODS AND WATER ROUTE
BEAVERLODGE
GRANDE PRAIRIE
VALLEYVIEW
SMOKY RIVER RECREATION WATERWAY
LEGEND
PROVINCIAL TRAVEL CORRIDOR
REGIONAL TRAVEL CORRIDOR
TOURISM DEVELOPMENT OPPORTUNITIES
MAJOR TOURISM ATTRACTION
HISTORIC/ RECREATION WATERWAY
0km 15km 60km
IDS
I.D. SYSTEMS LTD.

TOURISM DEVELOPMENT OPPORTUNITIES
LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY
MAP 2

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1983.

"Discover" is an invitation to discover the Zone's resources. It emphasizes gaining a better knowledge and understanding of the attractions and events in the Zone. When used in conjunction with another topic such as agriculture, a more specific topic area for promotion and development is identified. There are several combinations which present various tourism development opportunities associated with various attractions and events in the Zone.

Discover Agriculture - clearing and breaking of new land for agriculture near La Crete and Fort Vermilion, agriculture research station in Fort Vermilion, honey production near Wanham and Grimshaw, Fairview College, Alberta Plowing Championship in Wanham, market gardens along the Shaftesbury Trail, rodeos, agricultural fairs and stampedes.

Discover Outdoor Adventure - canoeing the Peace, Hay, Smoky or Wabasca Rivers, hiking in the wilderness or the river valleys, downhill and cross-country skiing at local ski clubs, snowmobiling, winter carnivals, Tar Island River Cruise, photographing the scenery and viewing the Northern Lights.

Discover Forestry - The Green Area, the Footner Lake Forestry Headquarters, firefighting and prevention, vegetation types (muskeg, etc.), Canfor lumber mill in High Level and loggers competitions.

Discover Oil and Gas - exploration of Rainbow Lake - Zama Lake oil and gas fields, Shell In-situ Plant in Three Creeks and Black Gold Days in Rainbow Lake.

Discover Peace Country Art and Culture - Indian and Metis settlements, Indian arts and crafts, Indian tree graves and spirit houses, Indian traditions, St. Isidore Cultural Centre and Peace Council Festival of Arts in Spirit River.

Discover Heritage Resources - Shaftesbury Trail, Dunvegan, Grizzly Bear Prairie Museum, Peace River Centennial Museum, Charles Plavin Homestead, Sheridan Lawrence Ranch, Fort Vermilion, the R.C.M.P. Centennial Museum and Heritage Day Celebrations in Hines Creek.

Discover Hunting and Fishing - moose and black bear hunting, waterfowl hunting, fishing at Margaret Lake Lodge, watching trappers work their lines, flying-in to a remote lake for fishing and using expert guide services to hunt big game.

The tourism development opportunities presented in this section all promote one or more of these "discover" topics.

2.3 Direction for Development

The attitudes of the people living and working in the Zone towards tourism development are most important in determining the ultimate success of the tourism industry throughout the Zone. The attitudes, issues and ideas expressed by Zone operators and residents are summarized in Appendix D. The private sector, governments, the tourist association, and community groups and organizations all have roles to play in determining the directions for tourism development in the Zone.

The private sector should be the leaders in developing the tourism industry. Facilities and services for outdoor adventures are needed. Businesses, by working through the tourist association, can develop tour programs which will attract more visitors and therefore result in an increase in the level of business activity. The forestry, agriculture and oil and gas industries can participate by promoting a better understanding of their development and their relationship to the tourism industry. Service clubs, fish and game associations, and other community groups and organizations can be involved in programs that will benefit the community and also serve tourists to the Zone. Most of the tourism development opportunities discussed in this section will require a private sector commitment to increase the number and variety of attractions, events and activities in the Zone.

Most residents involved in the tourism industry and in government want to emphasize the development of existing attractions and the interpretation of the Zone's natural resources and economic development activities in the areas of agriculture, oil and gas and forestry. They also want to avoid larger developments which may have high environmental impacts and destroy the existing lifestyle in the communities.

To facilitate new development and allow existing operations to operate more effectively, government authorities are working with the tourism industry. In some instances, it may be necessary for government authorities to relax rules and regulations designed primarily for the more densely developed areas in the south. For example, signage for communities and services along highways is restricted due to the size of some communities and proximity to the highway right-of-way. However, many services which are essential to tourists such as gas, food and accommodations, which are available in these communities, should be signed along the highways in the Zone. In some situations, in order to provide tourists and residents travelling through an area with necessary services and facilities at an acceptable level of service and at a reasonable price, government incentives and assistance are required.

2.4 Outdoor Adventure Opportunities

Hunting, fishing and boating/canoeing are the major recreation activities with good potential to attract more tourists into the Zone.

2.4.1 Hunting

Hunting throughout the Zone, both in remote locations and in areas close to the population centres, should be promoted. Excellent guiding services are available to hunters in the Zone. Most guides work in areas near communities and accessible by road. To provide a greater variety of hunting opportunities, allow for better game management and attract Alberta residents to use guide services in the Zone, hunting in more remote areas should be promoted. Air charter services available in the Zone can be used more extensively to access areas including Clear Hills, Buffalo Head Hills and Caribou Mountains. Prior to expanding the area of operations for existing guide services, the capability of the game to support hunting in remote areas should be determined by Alberta Fish and Wildlife. If there is the capability, the tourist association, the local fish and game associations and the Indian and Metis groups could assist guides and charter air services in developing a central information service for hunters seeking services or information on hunting in the Zone and securing rights to utilize various private air strips in remote areas.

2.4.2 Fishing

Fishing also should be promoted by the tourist association and the fish and game associations. Most fishing spots accessible by road are located in the south end of the Zone. Fly-in fishing services to remote lakes are provided by most charter air services in the Zone.

Some avid fishermen travel to remote fishing lodges. Margaret Lake is the only fixed roof accommodation lodge operating in the Zone. The Hay Lake Indian Band operates a fly-in fishing camp at Bistcho Lake. There is no apparent demand for the development of additional lodges. The opportunities for tourism development related to fishing activities is limited in the Zone due to better quality opportunities available in other areas that also have better access. However, promotion of fishing opportunities in the Zone will add to the overall experiences of tourists in the Zone. Information on the locations of fishing spots and how to access them should be available through the tourist information centres.

2.4.3 Golf

The promotion of this activity by itself will not increase tourism in the Zone. However, it also is an activity that will add to the overall experiences of tourists in the Zone. There are good quality nine-hole courses in the Zone which offer a variety of tournaments. These can be promoted as one of many activities available along a circle tour through the Zone.

2.4.4 Boating/Canoeing

Boat launches are required to facilitate access to the Peace River for boating and canoeing. At least four access points should be developed along the river to enable entry and exit along most of the reach through the Zone. Dunvegan, Notikewin Provincial Park, Fort Vermilion, and the Town of Peace River are the most suitable locations for boat launches. In addition to the existing boat launch in Peace River, the development of a marina should be studied to determine its feasibility. A marina is required to provide servicing, gas, oil, equipment and boat rentals. The marina also would serve as a base for boat tours and canoeing expeditions on the Peace River.

Detailed guides (Reach Reports) for paddling the Peace, Smoky, Wabasca and Hay Rivers were prepared in the 1970's. These guides should be updated and reproduced by local canoeing groups and other associations and be made available at tourist information centres in the Zone. The cost of purchasing the guides could be set to cover the costs for printing.

Few lakes and rivers in the Zone are suitable for power boating. Jet boating can be promoted on the Smoky and Peace Rivers. Cadotte Lake, Lac Cardinal, Wadlin Lake, and the Peace River are the road accessible water bodies in the Zone that are most suitable for power boating. The development of Hutch lake for boating is discussed in Section 2.8.1.

2.5 The Mackenzie Highway

The Mackenzie Highway is the major north-south traffic route through the Zone and is the major route for tourists travelling through and into most of the Zone. Kilometre or mile 0 of the Mackenzie Highway is in Grimshaw. The Northwest Territories/ Alberta border is at km 471.

The major tourism development opportunity associated with the Mackenzie Highway is presented by the tourist traffic passing through to destinations off the Mackenzie Highway or outside the Zone. Attractions, services and facilities along or near the highway should be developed in an effort to delay travel through the area by offering good quality services, events, and attractions. Several existing attractions such as the Canfor lumber mill in High Level and Notikewin Provincial Park provide some points of interest along the route and the lakes, rivers and forests can be interpreted at roadside pull-offs. The feeling of adventure or accomplishment in travelling north should be promoted to tourists. The linkage to the Northwest Territories should be emphasized since that is the ultimate destination for many tourists travelling by passenger vehicle through the Zone. Side trip or circle tours off the Mackenzie Highway to Fort Vermilion, La Crete, Rainbow Lake and the Town of Peace River should be promoted to encourage tourism activity in communities off the highway.

Signage improvements and auto tour programs are the most feasible tourism development opportunities along the Mackenzie Highway. The highway should be given a trail designation in conjunction with the development of a unique logo and theme such as "northern discovery route". All Mackenzie Highway signs and promotional material should include the logo or theme. Distance markers should be placed at prominent locations in every community along the highway from Grimshaw to the border. Point-of-interest signs interpreting natural and historical features in the Zone should be erected at three or four of the roadside pull-offs along the highway.

The Mackenzie Highway should be the focus of an auto tour exploration guide developed for the Zone. Circle tours off the highway within and outside the Zone should be included in the guide. The history of the communities, early explorers, and settlers and the natural history of the area illustrated by various landforms and features along the route should be interpreted in the auto tour exploration guide. A theme for such a guide might be "Discover Peace River Country". This guide could be produced from ad sales revenue similar to the economic development brochures produced for various commmunities in the Zone. This project would be coordinated by the tourist association.

Sanitary dumping stations are required by tourists in mobile recreation vehicles or pulling trailers. Dumping stations are required in Twin Lakes, High Level and Indian Cabins. Signage on the highway should direct tourists to these stations.

A new tourist information centre should be developed in High Level at a prominent location visible from the highway. Its construction and operation might be suggested as a project for a local service club or local tourist service establishments. At present, there are no Alberta tourist information services north of High Level. Tourist information services for the Zone and the Province should be provided at the Northwest Territories/Alberta border. A program might be instituted by the tourist association or Travel Alberta to negotiate sharing the use of the Northwest Territories Information Centre at the border rather than developing a separate facility. An attractive sign greeting tourists to Alberta and the "Land of the Mighty Peace" should be erected at the border.

A stronger link between tourism industries in Alberta and the Northwest Territories can be formed using the Mackenzie Highway as the focus for joint promotion activities. These activities could include the publication and distribution of a travel guide, signage programs, developing and displaying a logo, and general marketing. More cooperation and coordination between government agencies and tourist organizations is required to achieve maximum benefits from tourism along the highway. The completion of the Liard Highway connecting the Alaska and Mackenzie Highways and its opening in the spring of 1984 will likely attract more tourists to travel the Mackenzie Highway thus increasing the demand for services along the highway in Zone 8.

2.6 Travel Corridors

Regional and provincial travel corridors are important to the promotion of tourism in the Zone. Generally, more travel linkages to outside destinations should be developed and promoted to increase travel into and through the Zone. This can be done by developing auto tour programs and brochures, more and better signage, and improving the services, facilities and attractions along the routes.

Circle tours have the greatest potential to attract tourists into the Zone. They should be developed in conjunction with tourist associations in adjacent zones, British Columbia and the Northwest Territories. The Alaska Highway and Wood Buffalo National Park are two major destinations outside the Zone that should be included in most circle tours. Examples of some circle tours with a good variety of attractions and aspects for interpretation are:

- Highways 2, 35, 67, 58 connecting Peace River, High River, Slave Lake and Fort Vermilion;
- Highways 2 and 49 connecting Peace River, Spirit River/Rycroft, Fairview, Grimshaw and Falher;
- Highway 49 (Northern Woods and Water Route) to the Alaska, Liard and Mackenzie Highways allowing a circle tour through the Zone, British Columbia and the Northwest Territories;
- Highways 35 and 58 and Secondary Road 697 connecting High Level, Fort Vermilion and La Crete;
- Secondary Road 684 (Shaftesbury Trail) and Highway 2 connecting Grimshaw and Peace River.

The Northern Woods and Water Route passes through the Zone along Highway 49 to its western terminus of Dawson Creek. Circle tours encompassing this route could encourage tourists to attractions in the north.

Signage of tour routes and services available along the routes is also recommended.

2.7 Accommodations

Existing fixed roof accommodations are expected to serve the needs of tourists travelling in the Zone for now and in the foreseeable future. To improve the quality of service and reduce costs, a local labour pool is needed. Hospitality and food service education courses should be considered for addition to curriculums at colleges in the Zone.

To promote tourist activities associated with agriculture and the lifestyle of the area and to appeal to a broader tourist market, new forms of accommodation should be introduced to the Zone. Farm vacations and bed and breakfast operations appear to be the most appropriate developments. A survey of farmers and residents should be conducted by the tourist association to determine the interest in farm vacations and bed and breakfast operations. If there is sufficient interest, the organization and promotion of these operations could be spearheaded by the association.

2.8 Parks and Campgrounds

2.8.1 Hutch Lake Park

The need for regional park development has been identified in the High Level area and confirmed in several government studies. Planning studies for the Hutch Lake development north of High Level have been prepared by Alberta Environment. Proposals include the damming of Hutch Lake, improvements to an existing campsite area and the development of new beaches, boat launch areas, trails and campsites. To serve tourists, another campsite should be developed on the east shore of Hutch Lake with an access road from the Mackenzie Highway. Trails and day use area improvements should be included in the initial development. In the long term, the entire Hutch Lake development should be implemented to provide a major recreation area for residents and tourists.

2.8.2 Peace River Regional Park

A concept plan for development of a regional park on Misery Mountain has been developed and adopted by the Town of Peace River. The site on the west side of the river includes over 450 hectares and encompasses the present downhill skiing facility. The comprehensive recreation area could eventually include a trail system, museum, historic buildings, viewpoints, sports fields, an upgraded skiing facility, nature centre, commercial recreation facilities, and fixed roof accommodations.

Stage I of the concept plan is recommended to provide recreation opportunities for residents and tourists. Stage I includes development of the following:

- ski lodge;
- ski tow and run improvements;
- cross-country ski trails;
- sports fields;
- playground;
- historic site and museum development; and
- parking areas and roads.

2.8.3 Notikewin Provincial Park

Notikewin is the third largest Provincial Park in Alberta. The resources in the park have the potential and capability to accommodate a broad range of outdoor recreation activities. Due to its central location in the Zone, access to the river, and its large area for wilderness recreation, it has the potential to become the most popular park for tourists and residents in the Zone. To facilitate more use over the next five years, minimum development should include an improved day-use area and a nature interpretation trail system. Improvements should also be made to the road down the river bank to the campground and the boat launch to enable vehicles pulling trailers to use the road in all weather conditions.

2.8.4 Campgrounds

General improvements also are required at campgrounds throughout the Zone. Improved maintenance including better garbage pick-up, repairs due to vandalism, more frequent grass cutting and grading of access roads is required at campgrounds throughout the Zone. Many campgrounds lack barbecues and picnic tables necessary to serve published capacities. More and better signage to campgrounds off the highways is required to Notikewin Provincial Park, Queen Elizabeth Provincial Park and Peace River Campground.

The feasibility of adding campground units and expanding the day use area at Dunvegan should be examined. These additions are required to serve the increasing number of visitors to Fort Dunvegan and the St. Charles Mission.

To accommodate the large number of tourists travelling with trailers and in mobile recreation vehicles, power service should be extended to more sites and sanitary dumping stations should be developed in more campgrounds.

2.9 Industrial Tours

Agriculture, oil and gas developments, and forestry operations are major industries in the Zone. These industries also have some appeal for touring, such as the Shell in-situ plant, the agricultural research station in Fort Vermilion, and the Canfor lumber mill in High Level. Many industries presently offer tours but only on a prearranged or phone-ahead basis. Scheduled tours and inclusion in Zone promotion materials and circle tour brochures would encourage visitation. Industrial tour programs geared to auto tours and bus tour groups should be developed to inform people about interesting economic developments and activities in the area, and to give tourists an opportunity to view the operation of Alberta's principal industries. The Land of the Mighty Peace has an interesting cross-section of industries that can be interpreted and packaged for tourism.

2.10 Opportunities for Indian and Metis People

2.10.1 A Cooperative for Marketing and Distributing Indian and Metis Arts and Crafts

There are good opportunities in several communities to establish outlets for sale of Indian and Metis arts and crafts. To overcome supply problems and minimize price inconsistencies, a co-op or central distribution house should be established and supported by the Indian bands in the Zone. This might be located in High Level. The co-op also would coordinate the marketing of the arts and crafts. Independent outlets also could be established on reserves near major highways and noted in Zone literature. The

Indian and Metis groups and associations should examine the feasibility of establishing such a cooperative.

2.10.2 Guide and Outfitter Services

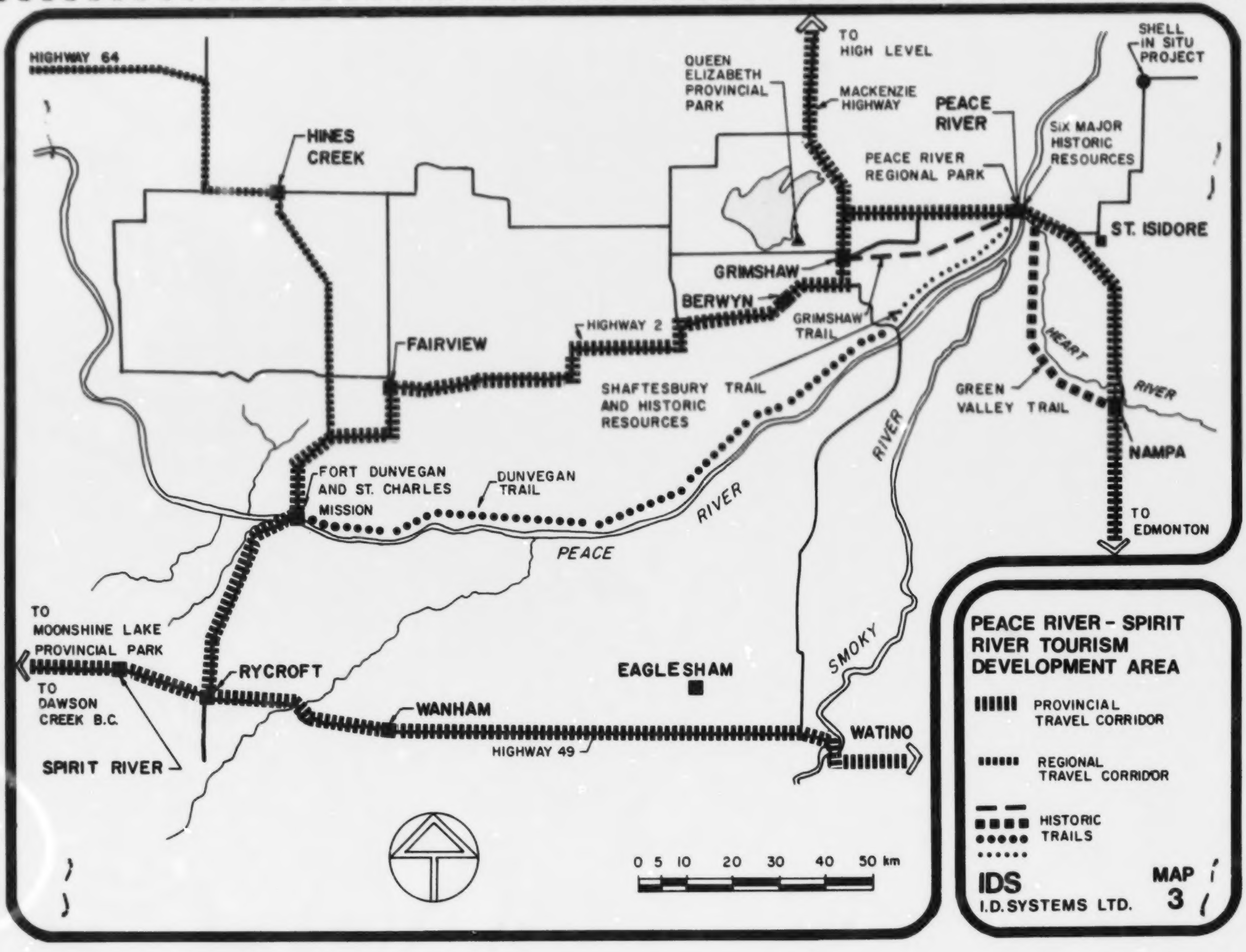
Guide and outfitter services, especially into remote areas, could be provided by Indians and Metis. These groups should capitalize on this opportunity to develop their own guide and outfitter services for hunting, fishing and outdoor recreation and to offer unique experiences, such as traditional ways of hunting and fishing. These services should be promoted in cooperation with other guides and outfitters working in the Zone.

2.11 Peace River - Spirit River Tourism Development Area

The Peace River - Spirit River Tourism Development Area (see Maps 2 and 3) is one of two identified through our assessments as an area offering a wide variety of tourism development opportunities. Existing attractions and programs in the area provide a variety of outdoor recreation and history-based opportunities for tourists. The tourism development opportunities with the greatest potential in this area are based on expanding and providing new outdoor recreation and history-based experiences. In addition to the development opportunities in this area already presented, trail systems, Green Valley Nature Reserve, Sagitawa Lookout, and several historical resources are identified tourism development opportunities.

2.11.1 Trail Systems

Historic and recreation trails and roads exist along the length of the Peace River within the tourism development area. The Shaftesbury Trail is the most famous. Other trails include the Dunvegan,


PEACE RIVER - SPIRIT RIVER TOURISM DEVELOPMENT AREA

MAP 3

HIGHWAY 64
HINES CREEK
FAIRVIEW
HIGHWAY 2
BERWYN
GRIMSHAW
QUEEN ELIZABETH PROVINCIAL PARK
TO HIGH LEVEL
MACKENZIE HIGHWAY
PEACE RIVER
PEACE RIVER REGIONAL PARK
SIX MAJOR HISTORIC RESOURCES
SHELL IN SITU PROJECT
ST. ISIDORE
GRIMSHAW TRAIL
SHAFTESBURY TRAIL AND HISTORIC RESOURCES
GREEN VALLEY TRAIL
HEART RIVER
NAMPA
TO EDMONTON
FORT DUNVEGAN AND ST. CHARLES MISSION
DUNVEGAN TRAIL
PEACE RIVER
SMOKY RIVER
TO MOONSHINE LAKE PROVINCIAL PARK
TO DAWSON CREEK B.C.
SPIRIT RIVER
RYCROFT
WANHAM
HIGHWAY 49
EAGLESHAM
WATINO
0 5 10 20 30 40 50 km
PROVINCIAL TRAVEL CORRIDOR
REGIONAL TRAVEL CORRIDOR
HISTORIC TRAILS
IDS
I.D. SYSTEMS LTD.

Webberville (Secondary Road 743), Green Valley Nature and Grimshaw. Trails should be developed in conjunction with the many historic sites and buildings in the valley, especially on the north side between the Town of Peace River and Dunvegan. Rest areas, parking lots, signage, and toilets will be the major support facilities required for trail users.

The development of a trail system for active recreation will serve local and regional markets. Trails for nature and history interpretation could attract a significant number of users from outside the Zone.

2.11.2 12 Foot Davis

The 12 Foot Davis gravesite and viewpoint has a spectacular view of the confluence of the Peace, Smoky and Heart Rivers and the Town of Peace River. This site is promoted as a major attraction in the Zone. To make it more attractive to the tourist and a more meaningful experience, interpretive signage should be installed, a trail system developed and improvements made to the road up to the site primarily for safety reasons. Better directional signage is required from the centre of town to the site.

2.11.3 Green Valley Nature Reserve

This Reserve in the Town of Peace River on the Heart River provides interesting opportunites for nature and wildlife interpretation enthusiasts. At present, the trail through the Reserve is in poor condition. Improvements should be made at the trailhead to include a parking area, toilets, water supply, signage for direction and interpretation, trail improvements and possible extension of the trail into a regional trail system. Interpretive programs also should be developed and implemented. A local naturalists or hiking club could be asked to operate the programs and maintain the trails.

2.11.4 Sagitawa Lookout on Judah Hill

This lookout southeast of the Town of Peace River provides an excellent view of the confluence of the Peace, Smoky and Heart Rivers and the surrounding valleys. Upgrading of signage to and at the site, and minor site improvements to parking and picnic areas are required. Interpretive signage of the view should be developed. This is one of the most beautiful views in the province.

2.11.5 Historic Resources

There are a number of historic resources in this tourism development area that if developed will serve to attract a greater number of tourists from outside the Zone.

Major Historic Sites, Trails and Monuments

Historic sites, trails and monuments in the area include Shaftesbury Trail, Dunvegan Trail, Fort Dunvegan, St. Charles Mission, St. Augustine Mission, Fort Fork, Green Valley Nature Trail, 12 Foot Davis Gravesite, Fort McLeod, Revillon Freres Trading Post, Northern Alberta Railway Station in Peace River and others. The Fort Dunvegan and St. Charles Mission sites at Dunvegan are presently under development by Alberta Culture. A modest interpretive signage program with associated day-use site improvements should be undertaken at sites, trails and monuments throughout the area (see Section 2.11.1, Trail Systems). The main emphasis should be placed on the development of interpretive brochure guides for use by tourists interested in the exploration, mission and settlement history of the area.

Agricultural activity and prehistoric themes such as agriculture in northern areas and the migration of native tribes also can form the basis for interpretive programs. If a market for intrepretation of historic resources is proven, these can be developed as sub-themes to exploration, mission and settlement themes or on their own if the market justifies the expenses for development.

Museums

Improvements in programming, display and hours of operation should be made to existing museums in Peace River, Fairview and Wanham in order to increase the quality of museum experiences available to residents and tourists. The programs and displays at the existing and developing museums should be coordinated or tied into an overall historic resources interpretive program for the region. This will expand the scope of themes covered by the museums and encourage tourists to visit several museums.

2.12 Rainbow Lake - Fort Vermilion Tourism Development Area

The Rainbow Lake - Fort Vermilion Tourism Development Area (see Map 2) was evaluated as presenting a high number of tourism development opportunities in an area. There are a wide variety of tourism development opportunities available due to the diversity of economic activities, landforms and features, the people and history in the area. The Hutch Lake recreation area, industrial tours and circle tours have already been presented as some of the tourism development opportunities in this area.

There is good potential for the development of historical resources in the area as attractors for tourists. Fort Vermilion is one of the oldest European settlements in Alberta. Historic routes for settlement in the area date back to the late 18th century. There are several significant historic sites in and around the community that should be developed as part of an historic interpretive program for the area. The most significant historic sites and buildings in the area include Little Red River Post, Fort Vermilion II, Fort Vermilion Settlement, Sheridan Lawrence Ranch, Old Bay House and St. Barnabas Anglican Church. Although many of the older structures no longer exist, the history of Fort Vermilion and agricultural development is most interesting. Preservation of the remaining historic buildings, interpretive signs at historic sites and a guide to the history of the area will help promote tourism in Fort Vermilion.

2.12.1 Fort Vermilion Museum

Fort Vermilion residents are endeavouring to develop a museum to display artifacts from local settlers and historic sites, and farm machinery used in breaking and cultivating the land around the community. Residents require assistance from local and provincial government agencies, service clubs and other community organizations to organize an active museum development group, to do historical research, and to secure funds for development. This museum would be valuable in transmitting the history of settlement and agriculture in the area to tourists.

2.12.2 Historic Waterway

Facilities and interpretive programs should be developed to present the history of the Peace River and its importance to travel and exploration in the area. The history of exploration and stories about Alexander Mackenzie and David Thompson can be told in conjunction with the history of river transportation. Historic interpretive programs could be developed as an integral part of boat tours originating from the Town of Peace River. Fort

Vermilion would likely be a major destination for longer tours, if developed. A day use area should be developed in conjunction with a boat launch (see Section 2.4.4, Boating/Canoeing). Interpretive signage also should be erected. Local tours and interpretive talks could be developed and operated by the group involved with the museum development.

2.13 Tourist Association Activities

The Land of the Mighty Peace Tourist Association has a major role to play as a proponent and organizer of action to implement many of the tourism development opportunities in the Zone. The association should play a major role in bringing together the human and financial resources from the private and public sectors necessary for the development of tourism. In order to take on this major role, the tourist association should examine its organization, operating principles, finances and staffing.

The preparation of organization, business and marketing plans should be undertaken by the association. This should be done with the assistance of consultants or Alberta Tourism and Small Business or both. The plan would outline strategies to implement achievable objectives for the association over a five-year period. Generally, a more professional approach to marketing of tourist opportunities in the Zone is required. The association should spearhead the preparation of specialized promotional material such as circle tour brochures and work in cooperation with tourist organizations in adjacent areas to promote tour programs in the Zone for tourists travelling to destinations outside the Zone such as Wood Buffalo National Park, the Northwest Territories and the Alaska Highway.

2.14 Priorities

Recognizing the promotion and development topic of "Discover", directions for development in the Zone and the potential tourist markets, priorities for tourism development opportunities can be established. In descending order of priority, human and economic resources for the development of tourism in the area should be directed to the following:

(1) wilderness/outdoor adventures;
(2) Mackenzie Highway;
(3) exploration guides and visitor services;
(4) Peace River Valley; and
(5) Dunvegan.

The allocation of resources to the development of these high priority opportunities should not be made to the exclusion of investment in other developments. The high priority opportunities presently appear to be most feasible and are likely to attract and serve the greatest numbers of tourists. Investments in other developments are required to provide a wide range of attractions, services and facilities, not only to tourists, but also to residents of a particular community or area.

A brief justification for each of the priorities is presented below.

2.14.1 Wilderness/Outdoor Adventures

The character and resources of the area dictate that wilderness and outdoor adventures could be developed to attract more tourists from provincial, national and international markets. Some of the best hunting in the Province can be done in the Zone. The Peace, Smoky and Hay Rivers present good opportunities for rafting, canoeing and boating expeditions. Fishing in remote areas of the Zone, although not the best in quality compared to other remote fishing areas in the country, could attract more tourists if competitively packaged and promoted. The markets for these activities are constantly increasing. People are looking for unspoiled wilderness areas for adventure and outdoor recreation experiences.

2.14.2 Mackenzie Highway

The Mackenzie Highway is the most important tourist route in the Zone. Linkages to major destinations outside the Zone such as the Northwest Territories, Alaska Highway and Wood Buffalo National Park, emphasize its importance. The circle route opportunities which would tie into the Mackenzie Highway are good, including routes in the Zone, routes between Zones and interprovincial routes. Stable growth of rubber-tired tourist traffic can be expected for several years due to increasing tourist activity in the Northwest Territories, British Columbia and the Yukon Territory. Bus tours to the north are becoming more popular and the recent completion and spring 1984 opening of the Liard Highway connection between the Mackenzie Highway in the Northwest Territories and the Alaska Highway in British Columbia will bring more buses and circle tours through the Zone.

2.14.3 Exploration Guides and Visitor Services

The Zone is rich in natural and heritage attractions and tourist resources which can be presented in interpretive packages to attract and interest tourists. These resources and attractions include:

- almost 200 years of settlement history since the exploration and fur trading activities of Alexander Mackenzie;

- the history of the native peoples;
- the formation of oil and natural gas resources and the history and economic activity associated with their extraction;
- the forestry industry;
- agriculture in the north;
- the Peace River Valley;
- unique landforms and features such as the sand dunes near La Crete, iron ore deposits in the Clear Hills and the silica sand deposits north of the Town of Peace River;
- wildlife including big game and pelicans; and
- Alberta's only highway suspension bridge at Dunvegan.

These and other resources are interesting to tourists. Although some physical attractions are necessary, much of the information associated with the history and science of these resources can be interpreted for the tourist in exploration guides suitable for auto tours. The tours can be tied together into wilderness and outdoor adventure packages that will appeal to a broad cross-section of tourist markets.

Visitor services are also important. The quality of these services is most important in ensuring the tourist is informed about the best attractions, services and facilities available in the Zone. Basic information such as the best places to hunt and fish and how to get to them is not presently available to tourists.

2.14.4 Peace River Valley

The Peace River Valley is the most distinguishable and beautiful feature in the Zone. It has natural and man-made attractions and numerous historic resources which interest tourists (see Section 2.11). It has good potential as a major attractor due to access and visibility. The development of the river valley for recreation will also be of great benefit to local and regional residents.

2.14.5 Dunvegan

The Dunvegan site is one of the most significant historical resources in the Zone. It is one of the most popular tourist attractions in the Zone. The setting is beautiful, affording several picturesque views of the valley and the suspension bridge. Interpretation of the historical and natural resources at Dunvegan will attract large numbers of residents and tourists. Development of this resource is discussed in Sections 2.8.4, 2.11.1 and 2.11.5.

2.15 Impacts

The implementation of all identified tourism development opportunities could inject several million dollars into the economy of the Zone over a five to ten-year period. Employment in this sector would grow primarily in the larger service centres. Most jobs will be created in the hospitality industry. Few jobs will be created due to construction of facilities and infrastructure.

The negative environmental impacts due to the development of tourism are expected to be minimal for two reasons. One, better use and management of existing resources is advocated. And two, the natural resources have sufficient capability to handle the expected use and traffic generated by increased tourism activity. However, development and activities in remote areas should be implemented with considerable caution. The capability of resources to support a particular development or activity must be analyzed prior to implementation.

3

BIOPHYSICAL OVERVIEW

SECTION THREE

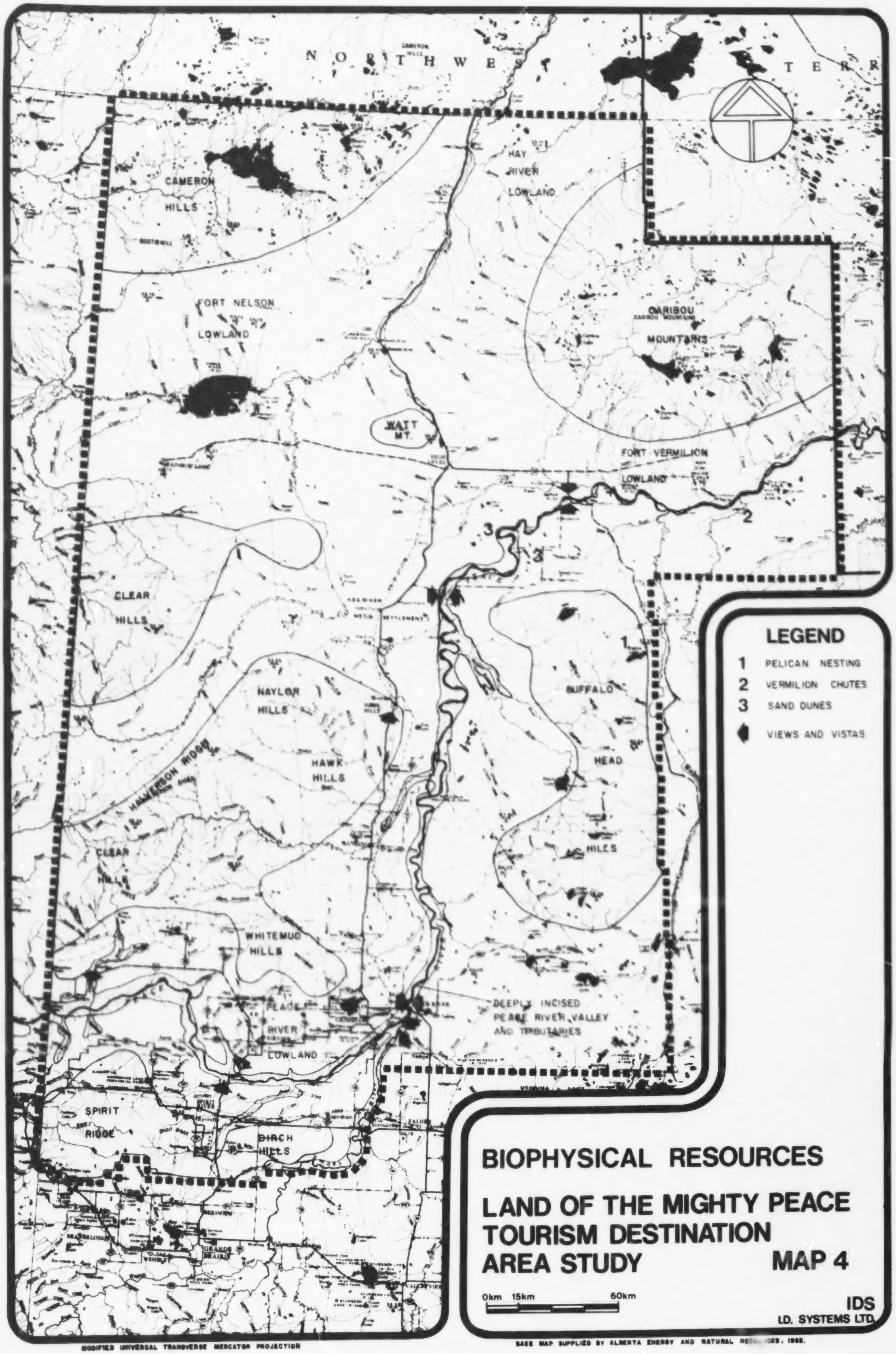
BIOPHYSICAL OVERVIEW

The development of tourism facilities, services and attractions in the Land of the Mighty Peace is largely dependent on the opportunities presented by significant and unique biological and physical features and the capability of these resources to sustain use. This biophysical overview discusses climate, physiography, geology, vegetation, soils and agriculture, rivers and lakes, and fish and wildlife in the Zone. It highlights features which may be of interest to tourists and characteristics which will affect the capability of the resources to support tourism development. Implications of the biophysical resources on tourism development are discussed in the conclusion of this section.

3.1 General Description

The Land of the Mighty Peace consists of a series of connected lowlands that enclose several groups of hills (see Map 4) which rise above the plains. The Peace River and its major tributaries are deeply incised into the plains, while the larger streams draining the uplands have carved deep valleys where they cross the escarpments. In general, elevations are highest in the southwest portion of the Zone, and lowest along the Peace and Hay Rivers.

There are extensive areas of developed farmland in southern portions of the Land of the Mighty Peace. North of Peace River, potential farmland is largely restricted to strips along Highways 35 and 58. Much of the potentially arable land has not been developed. Agricultural development is limited both by climatic factors and by poor drainage over much of the study area.


NORTHWEST TERR
CAMERON HILLS
HAY RIVER LOWLAND
FORT NELSON LOWLAND
CARIBOU MOUNTAINS
WATT MT.
FORT VERMILION LOWLAND
CLEAR HILLS
NAYLOR HILLS
HAWK HILLS
HALVERSON RIDGE
BUFFALO HEAD HILLS
CLEAR HILLS
WHITEMUD HILLS
PEACE RIVER LOWLAND
DEEPLY INCISED PEACE RIVER VALLEY AND TRIBUTARIES
SPIRIT RIDGE
BIRCH HILLS
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LEGEND
1 PELICAN NESTING
2 VERMILION CHUTES
3 SAND DUNES
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I.D. SYSTEMS LTD.

BIOPHYSICAL RESOURCES

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 4

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1985.

Mixed wood forests are typical of most of this area. Permafrost is common north of 58°, particularly in the upland areas. Poor drainage has resulted in the development of bog, or muskeg, in many parts of this area. Muskeg generally becomes increasingly common as latitude increases, with the majority of land north of High Level being covered by muskeg.

3.2 Climate

Mean January temperatures in the Zama Lake - High Level area are -23°C, while summer (July) mean temperatures are about +10°C. Approximately 70% of the average annual precipitation of 320 mm falls during the growing season. Near Peace River, mean temperatures are -18°C in January and +12°C in July. Average annual precipitation is near 450 mm, with about two-thirds of that coming during the growing season. Just outside the southern boundary of the Land of the Mighty Peace, at Grande Prairie, January means increase to -15°C[1]. Further south, January mean temperatures at Edmonton are about -14°C. July means are 17°C in the Edmonton area.

In general terms, weather conditions become more severe as you go north in this Zone. Lowland areas generally experience greater temperature variation than uplands, being warmer in summer and colder in winter. Temperatures in locations immediately adjacent to the Peace River are somewhat moderated by its influence. The river is relatively warm in winter and cool in summer. In general, the smaller valleys trap cold air in winter and warm air in summer.

---

[1] There are few weather stations within the Land of the Mighty Peace. Many of these have been established recently, while others are located at Alberta Forest Service lookouts, and operate only during the fire season. Consequently, long-term climatic 'normals' are poorly defined, and the influence of topographic position on local weather is largely unknown.

Precipitation generally decreases as latitude increases. Annual amounts (300 mm) in the High Level - Fort Vermilion area are only about two thirds of levels (450 mm) in the Peace River - Fairview area. Northern areas receive a larger proportion of their precipitation during the growing season, but the Fort Vermilion area still experiences significant droughts about one year in five.

Because of its northerly location all portions of this Zone experience large variations in amounts of sunlight received during the year. In mid-summer, there is daylight for about 20 hours/day in much of the Land of the Mighty Peace. Winter nights are correspondingly long.

Southern portions of this Zone experience occasional Chinooks in winter. Northern regions are usually influenced by the Arctic front throughout the winter. The ground is snow covered for about five months in most of the Land of the Mighty Peace.

As a result of its northern location, the Northern Lights or Aurora Borealis are frequently visible from most locations in the Land of the Mighty Peace. These displays result from the collision of charged particles emitted by the sun with particles in the upper levels of the atmosphere. The collisions occur only in polar regions due to the action of the earth's magnetic field. As a result, the Aurora Borealis are most frequently seen in northern latitudes. The intensity of the displays is related to activity cycles of the sun, and follows an approximate 27 day cycle. During particularly intense magnetic storms, electrical equipment may experience problems unless it is adequately shielded. Long distance radio communication may be impossible.

3.3 Physiography and Geology

Prior to the Ice Age or Pleistocene period, topography of the area generally resembled that seen today. The details were, however, substantially different. Erosion had removed almost all materials deposited after the Late Cretaceous epoch (60 million years ago), although small caps of Tertiary (from 10 to 60 million years ago) gravels remained on some of the higher hills. There were large expanses of plains, with erosional remnants standing as hills above them. The ancestral Peace River had carved a broad valley through the area, generally following the path of the present river.

There are several formations of Cretaceous bedrock exposed at different locations in the Land of the Mighty Peace. This bedrock consists of shale, siltstone and sandstone of marine origin. It includes the Kaskapau, Shaftesbury, and Dunvegan formations, all of Late Cretaceous age. Typically, these formations have undergone little deformation and are nearly flat lying. The Cretaceous deposits overlie much older Mississippian and Devonian formations which were laid down hundreds of millions of years ago.

Conventional gas and oil deposits are found in these older formations at various locations in the Zone. Large reserves of oil and gas are being exploited in the Rainbow-Zama Lakes areas, and in many locations in the southern one-third of the Zone.

In eastern sections of the Zone there are heavy oil reserves of the Peace and Wabasca deposits. The age of these deposits is uncertain. Because they are covered by hundreds of metres of overburden they are too deep for open pit mining East of Peace River, Shell Canada is operating a pilot project to test in-situ recovery methods.

Most upland areas consist of large sections of bedrock that rise abruptly above the plain on one side, and slope more gently on the opposite side. The orientation of these slopes depends on the dip of the underlying bedrock. For example, in the Saddle Hills the bedrock dips very gently to the southwest. The north and east faces of the Hills are characterized by rough and broken terrain dropping quickly to the level of the plain adjoining the Peace River. On the south, the Saddle Hills drop away in long and gentle slopes that approximate those of the underlying formations.

This Zone was buried by glaciers at least three times during the Pleistocene. During the various glacial periods, some southern portions of the Zone may have been affected by the Cordilleran or Mountain Ice Sheet, but most of the Zone was buried by the Laurentide or Continental Ice Sheet. This advanced from the northeast, leaving evidence of its flow in the form of a variety of ground formations. Most such features are difficult to detect on the ground, but can be clearly seen on air photos. In the vicinity of the various hills ice flow was sometimes diverted, and the orientation of glacial features reflects this.

As the glaciers advanced, they scraped much of the surface bare and pulverized the bedrock, which is moderately saline. The rock debris was deposited beneath the ice as ground moraine. The depth of this moraine is highly variable. Topographic lows, such as the ancestral Peace River valley, had great depths of material deposited in them. Highlands generally received only a thin veneer of material.

Till that is exposed at the surface is typically from the most recent Wisconsin Ice Age. Older tills are visible in isolated locations, such as deep river valleys.

As the Ice Age ended, the ice covering the Land of the Mighty Peace stagnated. As a result, extensive areas of ablation moraine (hummocky deposits formed as debris melted out of stagnant ice) developed. These hummocky deposits form the surface materials in many hill areas. Most lowlands were covered by extensive lakes that developed along the ice front. Those lakes were subject to rapid changes as the ice melted, so lacustrine veneers vary from 0.5 m to several metres deep over the ground moraine. The nature of the veneer is also variable depending on conditions in the lakes. Outwash materials deposited in these lakes have often been reworked by alluvial and aeolian processes. An example of this is the extensive area of sand dunes between the Peace and Boyer Rivers near La Crete.

About 9,000 to 10,000 years ago the glaciers had retreated from this part of Canada and the present drainage networks became established. The Peace River quickly eroded the comparatively soft till filling its previous channel. In a relatively short time it had carved its valley to depths of 200 to 300 metres. As the new channel was eroded, the river occasionally contacted the walls of its former valley. Cretaceous bedrock is exposed at those sites, but the valley walls are primarily of till. At the deepest points the river is now cutting through bedrock. The effects of erosion are clearly visible at Dunvegan.

As the Peace River eroded its valley, tributary streams also eroded downward. Even small streams now have substantial valleys where they enter the Peace valley. The largest streams have major valleys that extend for many kilometres back from the Peace.

Particularly in northern sections of the study area, streams flowing across the lowlands may traverse very gentle gradients

(<.1%) for many kilometres. As a result, the streams have developed a very meandering course and flow rates are slow. In spring and following summer rains it is common for the streams to flood wide areas. Flooding occurs wherever stream flow is interrupted by even minor obstructions. Overland flow into the streams is slow, and low areas retain water for long periods of time.

Drainage of the uplands is also poor, with water escaping from many of the low areas between knolls only through infiltration and evaporation. The till often has a high clay content, restricting infiltration rates. Low temperatures result in slow evaporation. As a result, most low spots in the hill areas remain wet throughout the year. These factors will affect the design and development of trail systems and recreation areas.

3.4 Vegetation

Most of the study area is characterized by mixed wood forests. There are also substantial areas of open canopy black spruce forest associated with bog areas, especially in the Cameron Hills and Caribou Mountains. Because of climatic constraints and the low natural fertility of most soils in this area, tree growth is slow. Forestry operations usually assume at least a 100 year rotation.

Prior to European settlement there were extensive parkland-type areas along the Peace River in the southern portion of the Zone, as well as in the La Crete-Fort Vermilion area. It seems probable these areas resulted from fire-management by native inhabitants. If left undisturbed most of the grasslands reported by early explorers and settlers would become forested. A notable exception is the grassland in the Hay-Zama Lakes area. This results from frequent inundation and excessive soil moisture levels. Unless they are drained these areas will not support tree cover.

Fire has always been an important factor in the forests of the Land of the Mighty Peace. Reports from the earliest explorers through to the settlers of the mid-twentieth century spoke of the mosaic of forest successional types that had resulted from frequent fires. Only in the past thirty years have fire suppression activities had an appreciable effect on parts of the study area. A highly sophisticated system to locate lightning strikes has recently been installed by the Alberta Forest Service. However, much of this Zone is still beyond the range of truly effective fire suppression, due to access problems. Very large fires burned in the Footner Lake Forest and nearby sections of Wood Buffalo National Park and the Northwest Territories in 1981 and 1982.

Typical forests in this area consist of a mixture of poplars and spruce, with the species mix and proportions being dependent on the fire history and soil moisture conditions of an area. Aspen is the most common tree, being an early successional species that grows well under a range of moisture conditions. In moist but well drained locations balsam poplar may be an important species. White spruce typically succeeds aspen on sites that are moderately well supplied with water. Dry, well drained sites frequently support stands of pine. Lodgepole and jack pine ranges overlap in the Land of the Mighty Peace, and either species may be found along ridges and in sandy areas. Black spruce is the conifer most commonly found in moist locations. Other tree species that are often encountered include white birch and larch.

The better forest stands in some areas of this Zone are currently being harvested. In southern areas, wood is cut for the pulp mill at Grande Prairie. Sawmills in High Level are supplied from northern stands. Because of access problems, most of the cutting is done in winter.

Many species of shrubs are found in the forest understory. These include rose, willow, alder and dogwood. A variety of fruit-bearing shrubs, such as cranberries, blueberries, saskatoons and chokecherries are also found here.

Areas with restricted drainage are characterized by the development of sedge and moss bogs. These form in areas where continually wet conditions inhibit the decay of organic material. In technical terms there are several types of wetlands. However, most areas with substantial amounts of accumulated organic material that are wet year-round are popularly referred to as muskeg. Depending on conditions, the depth of peat may range from a few centimetres to several metres. Muskeg is much more common in the northern parts of the Zone than in southern areas. Approximately 80% of the land in the Caribou Mountains is covered by muskeg while less than 10% of the land in farming areas such as Peace River - Fairview is muskeg.

The only trees likely to grow on muskeg are black spruce and larch. This is a result of the very wet, and frequently acidic, condition of the organic soil. Growth is also inhibited by the low soil temperatures characteristic of muskeg.

Organic debris is an excellent insulator, so bog soils warm very slowly. Permafrost is widespread in the Cameron Hills and Caribou Mountains. Even in the lowlands permafrost is encountered as far south as 58°. In uplands such as the Clear Hills and Buffalo Head Hills, bogs usually remain frozen at depth until late summer and a few pockets of permafrost may exist as far south as the latitude of Dixonville.

3.5 Soils and Agriculture

Because of its northern location, and the inherently poor drainage of many areas in the Land of the Mighty Peace, the capability of the land for agricultural activity is reduced, although there are some pockets of potentially good arable soils. Problems of soil arability are increased by the presence of extensive areas with saline soils.

Most of the Zone possesses podzolic (forest), gleysolic (wet), solonetzic (high salt content), or organic (bog) soils. Luvisolic (parkland) soils are the type most commonly developed for agriculture. There are also a few small pockets of chernozemic (grassland) soils in the extreme southern portion of the Zone.

The bedrock underlying the study area is saline, and most of the glacial till and glacio-lacustrine materials deposited in the area were derived from this rock. Consequently, many of the soils which have developed on these parent materials have a high sodium content. Such solonetzic soils are widely distributed in the Land of the Mighty Peace. In some areas salt levels in the soil are so high that the types of crops which can be grown are limited. While solonetzic soils can be developed for agriculture, it requires careful soil management to do so.

Developed or potentially arable farmlands are concentrated in the southern part of the Zone. Most arable land in the Peace River - Fairview - Spirit River area is under cultivation at present and much of the rest is used for grazing. There is little potentially arable land in these areas which is not now being used.

Other areas with substantial amounts of land that could be farmed are located adjacent to the Mackenzie Highway (No. 35), near

Manning and in the Keg River - Paddle Prairie area. A substantial amount of land has been cleared for agriculture in a band north of the Peace River between High Level and Fort Vermilion. Arable land extends further east to the vicinity of Jean D'Or Prairie. South of Ft. Vermilion, farming has been practiced near La Crete for many years, and additional land is currently being cleared in that area.

The agricultural lands in the last three areas could be expanded considerably before all the land now identified as arable has been brought under cultivation. However, there are substantial problems to be overcome to do this. Clearing and breaking land is expensive, and considerable care is needed to preserve and improve the land's productive capability. A further economic constraint to expansion of agriculture is the distance to markets.

There are biophysical constraints to further development of agricultural lands. Climatic conditions limit the crops that can be grown. It will be necessary to develop crop varieties that mature more rapidly and are more drought-resistant before agriculture can be consistently successful in these northern areas. Research on northern agriculture has been conducted for many years at Fort Vermilion and Beaverlodge. Improved drainage would also expand the areas that can be cultivated, but this is likely to be both difficult and expensive.

Most of the potentially arable land in the areas described above is in the Yellow Area. This land will, therefore, be devoted to agriculture after it is cleared, rather than being used for forestry. Forestry operations will be concentrated in the Green Area in future.

Because of biophysical constraints, much of the cultivated land in the Land of the Mighty Peace is used for forage crops. Large numbers of bees are used to pollinate these and other crops, and large amounts of honey are produced as a result. Much of Canada's honey comes from this Zone.

3.6 Rivers and Lakes

There is a substantial variability in the characteristics of the rivers and lakes in the Land of the Mighty Peace. In southern sections of this Zone there is little permanent surface water, with the exception of the major rivers such as the Peace and Smoky. Most of the lakes are shallow and many are seasonal. This lack of reliable surface water supplies has been a significant constraint to all types of development in much of the agricultural area. The shortage of surface water is aggravated by the lack of usable groundwater in most of the Zone south and west of Peace River. An exception to the general shortage of usable water supplies is the Bluesky area. There, a sandstone aquifer near the surface supplies appreciable amounts of potable water.

North of Peace River, surface water supplies are generally available during most seasons. Numerous streams drain the uplands to the Peace, Hay, Chinchaga and Wabasca Rivers. As the streams descend the upland slopes they have carved deep valleys and generally flow in a series of pools and riffles. Crossing the plains, however, flow rates are usually very slow, and the water may almost stagnate. In areas where beavers have built dams stream flow may slow even further. Only where streams drop down to the level of major rivers do they flow quickly again.

The great majority of lakes are small and contained in depressions lacking outlets. Many are surrounded by bogs and all the lakes that lack outlets will ultimately be filled by organic material.

There are a number of larger lakes in the Zone, notably in the southeast and northwest portions, as well as in the Caribou Mountains. Many of the lakes in the southeast (from Wadlin to Lubicon) are shallow. Therefore, they warm up quickly in summer and support rich growths of aquatic plants. As a result they may experience oxygen depletion at some times of the year. Shores are usually gently sloping and backshore areas are often swampy. Lakes such as these are generally unattractive for tourist use.

Several of the large lakes, such as Margaret, in the Caribou Mountains have good quality beaches at locations around the shore. Most of these lakes are relatively deep and therefore remain cool through the year. Oxygen depletion is unlikely to be a problem. If these lakes were accessible by road they would attract numerous visitors. At present they are used primarily by fly-in fishermen.

In northwest sections of the Zone there are two major lake areas, as well as a number of smaller lakes located near the NWT border. The Hay Lake - Zama Lake complex consists of a series of shallow, interconnected basins. Shore slopes are so gentle that lake areas may change substantially during the year. The lakes are surrounded by expanses of grass, as the water table is so high that trees have a difficult time becoming established. This area is not suitable for water-based recreation. Bistcho Lake is a large body of water that drains to the Liard River. The basin is quite deep, and therefore remains cool through the summer. It receives water from a number of other substantial lakes on either side of the 60th parallel in the Cameron Hills.

The waterbodies of this Zone produce great numbers of insects, many of which bite humans. Lakes, ponds, puddles, and other areas with still or slow moving water produce hordes of mosquitos each summer. Black flies that develop in the streams emerge in spring and early summer. They too present major problems for people and domestic animals in this area.

3.7 Implications

Based on this overview of biophysical resources, several themes for interpretation and opportunities for development can be identified.

Climate

Natural weather cycles and their effects on plants and animals can be explained through interpretive programs and displays. The long hours of daylight in summer and the intense magnetic storms are a few peculiar aspects suitable for interpretation.

The Northern Lights or Aurora Borealis are natural phenomena that are particularly well displayed in this Zone. Tourist appreciation of it could be enhanced by preparation of descriptive brochures and including mention of it in promotional material such as auto tour brochures.

The long warm summer days can be promoted to attract tourists wishing to participate in outdoor recreation activities and those wishing "to get the most out of a day". However, the cold winters tend to detract from the area as a winter tourist destination.

Physiography and Geology

The glacial and geological history of the Zone would be an interesting topic for an interpretive display. The unique landforms in the Zone, especially those which have given rise to economic development such as oil and gas extraction, can be interpreted as part of natural history and industrial development tour programs. The Peace River valley is in itself a natural attraction that can be further developed to facilitate a broad variety of outdoor recreation, natural history and interpretive programs for tourists and residents.

Vegetation

The mixed wood forest which predominates most of the study area deserves interpretation especially in view of its economic value to the economy of Alberta. Forest industry operations and facilities also have good potential to be interpreted and presented to tourists. Visitors would find a display explaining the factors controlling development of northern forests interesting. This would be particularly so if the displays were tied into forest protection and lumbering activities. It might include static displays at roadside pulloffs along the Mackenzie Highway or tours of operational locations such as the Alberta Forest Service operations at Footner Lake and the Canfor lumber mill in High Level.

Soils and Agriculture

The Peace River Region represents the agricultural frontier in Alberta. The clearing and breaking of land for agriculture in an area located at such a northern latitude is somewhat unique on a world scale. The procedures, products and history can be presented as an attraction to tourists by having tours of actual breaking and clearing operations, and the agriculture research station in Fort Vermilion. Auto tour brochures and signs along highways also can be used.

Other agriculture activities such as honey production should be incorporated into interpretive programs and displays. Displays at roadside pulloffs along the highways also could present an interpretation of muskeg or bog areas and their role in the development of much of northern Canada. Its formation and influence on human activities would likely prove interesting to tourists.

Rivers and Lakes

The importance of the rivers and lakes for tourism development cannot be overstated. The Peace, Smoky, Wabasca, Hay and Chinchaga Rivers and their valleys present excellent opportunities for recreation developments and activities. Hunting, canoeing, camping, fishing, natural and heritage resource interpretation, hiking, cross-country skiing and downhill skiing are activities that are presently conducted on the rivers and in their valleys. There is considerable capacity for additional use for these and other outdoor recreation activities.

The best quality lakes for fishing are located in the northwest and southeast areas of the Zone. Most other lakes which are small and shallow serve as stops for migratory birds and waterfowl and provide excellent opportunities for hunting and wildlife viewing.

3.8 Natural Resources Capability Overview

3.8.1 Recreational Capability

According to the Canada Land Inventory there are relatively few areas within this Zone that are capable of sustaining intensive recreational activities. Most of the Zone can support extensive recreation, but even that capability is frequently limited to drier areas in regions with extensive muskeg.

For most of its length the Peace River provides relatively easy canoeing and camping. Portaging around the Vermilion Chutes is necessary, but the rest of the river poses few hazards. The major problem is the distance between access points which forces canoeists to undertake multi-day trips. The Smoky River requires considerable skill to travel safely by power boat or canoe. There are several difficult rapids, and access adds to the problems of travelling this river. The Hay River also provides reasonably easy canoeing, though travel may be slow in the heavily meandered reach between Habay and Meander River. Most sections of the Wabasca River are relatively easy to paddle, but there are stretches that can be hazardous for inexperienced canoeists. It is generally impractical to attempt to canoe the smaller rivers and streams in this Zone. Those wishing a wilderness canoeing experience will find the larger rivers attractive.

Opportunities to camp and engage in water-related activities are provided at Notikewin Provincial Park at the junction of the Peace and Notikewin Rivers. Similar opportunities can be found at Queen Elizabeth and Moonshine Lake Provincial Parks. Good fishing and/or waterfowl hunting can be found on lakes northeast of Peace River. There is good waterfowl hunting in the area southeast of Eaglesham.

Several lakes in the Caribou Mountains have good potential to support beach and water-based recreation. They also provide excellent fishing. However these lakes are accessible only by air. A fly-in fishing lodge is operating on Margaret Lake now, and guests visit other nearby lakes.

Because the lakes are shallow and the shores marshy, the waterbodies in the Hay Lake-Zama Lake area offer few opportunities for water and beach recreation. There are opportunities for wildlife viewing, which will be detailed below.

Lakes in the northwest corner of the province are accessible only by air. Their recreational potential, which is primarily related to fish and wildlife resources, will likely remain only lightly utilized for the foreseeable future.

The upland areas offer the potential for hiking and hunting, and also provide scenic vistas. However, access to most areas is difficult at best, so these opportunities are utilized by only a few persons. Anyone engaging in wilderness hiking in this Zone should be highly skilled and experienced in the outdoors.

Access problems and the difficulty in traversing lands with a high proportion of muskeg also limit utilization of much of the lowland. Exceptions to this generalization occur in the farming areas. There, a better road network and generally favorable ground conditions allow more complete utilization of the opportunities for extensive recreation such as hunting.

3.8.2 Waterfowl Capabilities

There are areas in the Land of the Mighty Peace that offer excellent waterfowl habitat, however the majority of the area has only a low capability to support waterfowl. Muskeg lakes and streams generally produce only limited quantities of the foods favored by waterfowl. Consequently, the density of nesting waterfowl in most areas is low, and concentrations of migrating waterfowl are restricted to limited locales.

In northwest Alberta, the Hay Lake-Zama Lake wetland complex provides the most important waterfowl staging area for hundreds of kilometres. The numerous shallow water bodies with extensive development of shoreline vegetation provides an excellent stop on the migration route. Large numbers of swans, geese and ducks, as well as sandhill cranes, stop here to rest and feed in spring and fall. Numerous waterfowl also breed here. Waterfowl hunting is reputed to be excellent, but few hunters other than locals take advantage of it. The remote location makes it difficult for many hunters to reach the area. Substantial variations in water levels make it difficult to hunt without either local knowledge or the services of a guide.

Another important waterfowl staging area is Bison Lake, east of Hotchkiss. Again, a combination of extensive weed beds and shallow water provides the food and shelter needed by breeding and migrating waterfowl. Similar conditions exist at Lubicon Lake. Both these lakes are so remote that waterfowl are unlikely to be disturbed during the hunting season. More accessible lakes with the combination of factors necessary to support large populations of waterfowl include Lac Cardinal and Cadotte Lake. Again, use of the resource is largely limited to local residents by the distance from this area to major population centres.

Various stretches of the Peace River are utilized by migrating waterfowl. Some production also occurs in the valley but the numbers of birds involved are relatively small.

In southern sections of the Zone there are areas with moderate to high capacity to produce waterfowl. These are concentrated in agricultural areas, such as Fairview - Peace River, and west of the Smoky River. Substantial numbers of local and visiting hunters pursue bird game in this area.

3.8.3 Ungulate Capabilities

In southern sections of this Zone, the major ungulates present are white-tailed and mule deer, elk and moose. Deer are largely confined to areas south of Manning, although a few of these species do range north in the Peace River valley to Jean D'Or Prairie. Elk are found south of the Peace River. Populations are too small to permit hunting at present. In northern areas moose are the most widely distributed ungulate. However, moose populations north of Key River are generally low. The reasons for this are currently uncertain, and sophisticated research and wildlife management may be required to improve this situation.

Some woodland caribou are found north of Paddle Prairie. Caribou are most abundant in the Cameron Hills and Caribou Mountains though even these populations are not large. Bison sometimes wander west from Wood Buffalo National Park to the vicinity of Jean D'Or Prairie. At present, however, the bison are only transients and not residents of the Land of the Mighty Peace. Neither bison nor caribou may be harvested in Alberta at present.

The valley of the Peace River provides the most important wildlife habitat in this Zone. It offers good winter range which is very important to animals inhabiting the adjacent plains. In addition, the valley itself is relatively productive and supports good resident populations of ungulates. The valleys of most of the other larger streams also provide good quality ungulate habitat.

Most of the plains areas offer only low quality habitat for ungulates. The general lack of topographic diversity, which results in limited amounts of winter range, is a major factor in this low rating. Another feature limiting ungulates in these areas is the generally low fertility of the soil. In most areas, animals must range over wide areas to obtain the nutrients they require.

In general, upland areas are more productive than nearby plains. The broken topography offers better shelter to resident animals.

Some areas in the uplands are, for this Zone, notably productive. Among these areas are the southern portions of the Caribou Mountains, the south slopes of the Clear Hills, and the Saddle Hills.

There are many bears in this Zone. Black bears are by far the most common species, particularly near settled areas, but there are also substantial numbers of grizzlies present. As a result of the high population density, numerous hunters are attracted to the area for the spring and fall bear hunting seasons. It appears that even greater numbers of hunters could be accommodated.

Throughout this Zone, there are significant constraints to hunting by non-local sportsmen. Access to better hunting areas is difficult, and even locating such areas may be difficult for an outsider. With good maps or local knowledge it is possible to access most areas with light trucks and all-terrain vehicles.

3.8.4 Other Wildlife

Because of its wealth of undisturbed lands, the Land of the Mighty Peace supports substantial populations of several species of wildlife that have been eliminated in more settled parts of Alberta. Wolves range widely in this Zone, particularly north of Peace River. Black bears are numerous enough to be a significant problem to beekeepers in the agricultural areas. Grizzly bears have been reported from most areas within the Zone. East and north of Peace River bald eagles nest near many of the larger lakes. White pelicans breed near Wadlin Lake. A population of trumpeter swans breeds near Grande Prairie, and some of these birds may visit southern portions of this Zone.

3.8.5 Sportfish

The best sportfish populations are found in reasonably deep, cool, clear lakes, and in streams that flow quickly through a series of pools and riffles. Much of the permanent water in the Land of the Mighty Peace has only limited capacity to produce sportfish. As discussed, many of the lakes are shallow and may experience oxygen depletion. Such lakes also tend to be turbid as a result of wind action. Streams that traverse the level plains generally do not develop a series of pools connected by riffles, but rather flow at a reasonably uniform depth and slow speed.

Sportfish found in this Zone include both warm and cold water varieties. Species that are widely distributed and are found in most rivers and lakes include pike and walleye. Perch and goldeye are locally distributed. Some species are also widely distributed but tend to be locally concentrated, including Arctic grayling and lake whitefish. Less widely distributed species include lake trout and mountain whitefish.

The Peace River offers the best fishing of any of the rivers and streams in this Zone. All the species listed above, except perch, lake trout and lake whitefish, may be caught in the river. The size of the river presents problems in exploiting the resource, but these may be partially offset with a good knowledge of the requirements of various species. For example, the mouths of tributary streams are often productive fishing areas.

In the northwest portion of the study area the best fishing is probably in Bistcho Lake which offers pike, walleye, and lake whitefish. The lake whitefish population is presently being harvested by commercial fishermen. Hay Lake-Zama Lake offer poor fish habitat. The Hay River offers only moderate fishing in some stretches of the stream, while most tributaries are poor fishing streams. Pike and walleye are the main species here, with grayling occurring in headwater sections of streams coming from the Cameron Hills.

Streams within the Caribou Mountains are often inhabited by grayling, while the larger lakes have populations of lake trout. There is a fly-in fishing lodge on Margaret Lake. Trips to nearby lakes, such as Eva and Wentzel, can also be arranged.

East of the Peace River the gradients along most streams are too gentle to provide good fishing except where they flow from the Buffalo Head Hills. The quality of lake fishing is variable. A number of lakes, such as Bison and Lubicon, are too shallow for good fishing. However, a number of others, including Sawn, do provide good fishing.

West of the Peace River fishing is also constrained by gentle gradients and low flow rates. Only in larger streams and along steeper sections of small tributaries can reasonable fishing be expected. There are no significant lakes in the Clear Hills and therefore no lake fishing.

In the agricultural areas in the south of this Zone there is a shortage of permanent surface water. Fishing is, therefore, mostly limited to the larger rivers such as the Peace and the Smoky.

Several lakes in the Zon have been artificially stocked with rainbow trout. Among these are Stoney, Figure 8, Moonshine, Running, Sulphur, and Oles Lake. As well, a number of small ponds have been stocked either by individuals or by government agencies.

3.8.6 Recreation, Fish and Wildlife Capabilities Map

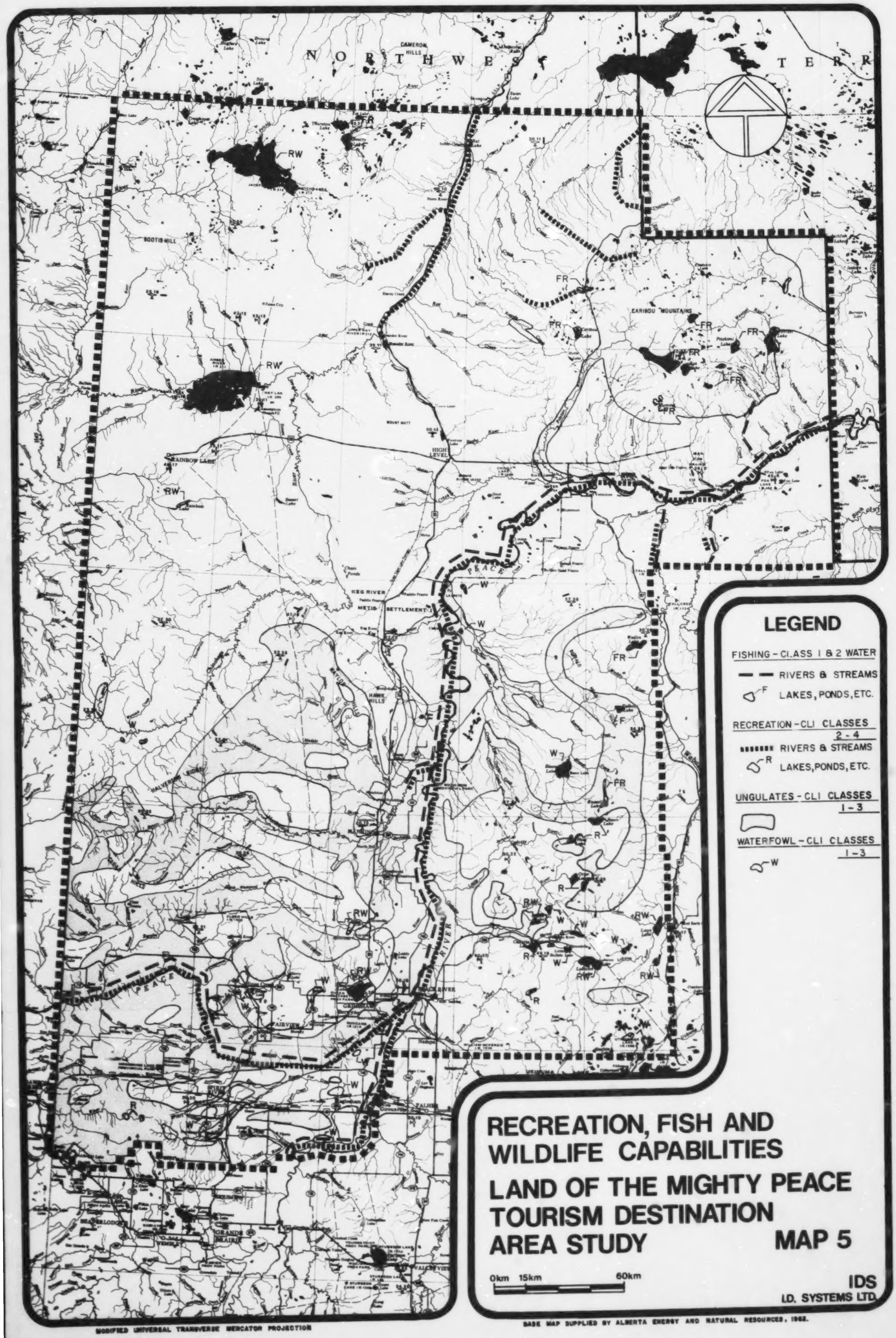
Map 5 shows the recreation, fish and wildlife capabilities within the Zone.

The capabilities of lands have been evaluated and mapped under the Canada Land Inventory (CLI) and Alberta Land Inventory (ALI) programs. In most cases, the capabilities are rated on a seven point scale, with Class 1 having the highest capability. However, sportfish production capabilities are rated on only a four-point scale.

For purposes of tourism, it was felt that the ability of an area to produce waterfowl, big game (ungulates), or sportfish, or to support recreation were most important. Those parts of the Zone with the greatest capabilities were mapped. It should be noted that this mapping is generalized, and small areas of quality land have been omitted. Given the scales at which surveys and mapping were done, it is impractical to attempt more precise mapping.

None of the land in this Zone is rated as Class 1 for recreation. There are, however, some areas that have high (Class 2) to moderate (Class 4) capabilities to support outdoor recreation. In addition, areas rated as Class 2, 3 or 4 have at least some capability to sustain intensive activities, and so they were mapped. Areas that can sustain only moderate or low levels of use were not mapped.

For sportfish, all waters rated as Class 1 or 2 (no limitations or only minor limitations) for production were mapped. Class 3 and 4 waters have moderate to severe limitations, and can sustain only light fishing pressure over a period of time.


NORTHWEST TERR
CAMERON HILLS
BOOTIS HILL
CARIBOU MOUNTAINS
MOUNT WATT
HIGH LEVEL
RAINBOW LAKE
KEG RIVER
METIS SETTLEMENT
HAWK HILLS
PEACE
RIVER
FAIRVIEW
GRIMSHAW
BEAVERLODGE
GRANDE PRAIRIE
VALLEYVIEW
RW
FR
F
R
W

LEGEND

FISHING - CLASS 1 & 2 WATER

RIVERS & STREAMS

LAKES, PONDS, ETC.

RECREATION - CLI CLASSES 2 - 4

RIVERS & STREAMS

LAKES, PONDS, ETC.

UNGULATES - CLI CLASSES 1 - 3

WATERFOWL - CLI CLASSES 1 - 3

RECREATION, FISH AND WILDLIFE CAPABILITIES

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 5

0km 15km 60km

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BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1982.

Waterfowl production and staging areas rated as Class 1 (no limitations) to Class 3 (slight limitations) were mapped. These are the areas where the largest numbers of birds are likely to be found. All other areas have at least moderate limitations for waterfowl, and are unlikely to support anything more than modest populations.

Good populations of ungulates (deer, elk, moose, and caribou in various parts of the Zone) are most likely to be found in areas rated as Class 1 (no limitations) to Class 3 (slight limitations) so those categories were mapped. Lesser rated areas will support only sparse populations and therefore were not shown.

PHYSICAL TOURISM RESOURCES

4

SECTION FOUR

PHYSICAL TOURISM RESOURCES

Facilities and services are essential elements of the tourism industry in the Land of the Mighty Peace. The physical tourism resources or infrastructure include parks, campgrounds, fishing lodges, fixed roof accommodation, food and beverage services, service stations, hospital and health care services and information centres. Events and attractions which provide points of interest, activities and services for tourists are discussed. Also presented in this section are transportation facilities and services providing access to and facilitating travel within the Zone.

4.1 Parks, Recreation Areas and Campgrounds

4.1.1 Provincial Parks

There are three provincial parks within the Mighty Peace study area. The campsites within the three provincial parks comprise 27.9% of the total available supply of designated camping units in the Zone.

The following descriptions of the three provincial parks within the study area indicate the facilities available.

Moonshine Lake Provincial Park

Moonshine Lake Provincial Park is an 847 hectare park located 29 kilometres west and five kilometres north of Spirit River on Highway 49. This park offers 109 campsites (including 59 added in 1983), a large picnic area, change houses, a playground area, boat launching facilities, tap water, sewage dumping, a concession stand

and public telephone. The recreation opportunities include fishing (rainbow trout), swimming, boating and camping. Moonshine Lake receives primarily local use and the total number of camping party nights (1,242) during 1982 ranked 47th out of the 61 provincial parks in Alberta. The average 1982 occupancy of 20% ranked 46th in the province. A self registration system was instituted in 1982 and the lower attendance recorded during 1982 may be attributed to the new system, the rainy season and the fact that the beach and lake area were closed for most of the summer.

Notikewin Provincial Park

Notikewin Provincial Park is a 9,667 hectare park, the third largest in Alberta after Kananaskis and Cypress Hills. The park opened in 1980. It is located 35 kilometres north of Manning on Highway 35 and 22 kilometres east on Secondary Road 692 at the junction of the Peace and Notikewin Rivers. There are now 27 camping units available, with 19 new sites having been added during 1982. Development of additional sites may follow if demand increases significantly. The park attracts local visitors but does not seem to draw from regional markets or visitors passing through the area enroute to another destination. This may be due to the lack of directional signage from the highway to the park. Provincial Park statistics for 1982 indicate the 151 camping party nights ranked 50th in Alberta and the average occupancy of 16% ranked 48th. However, statistics were incomplete for May and August, 1982. The park was closed for part of July, 1982 due to the possibility of flooding.

Queen Elizabeth Provincial Park

Queen Elizabeth Provincial Park is 86 hectares in size, ranking 48th of 61 parks in Alberta. The park is located 5 kilometres west of Grimshaw at Lac Cardinal, previously known as Bear Lake. The park was officially renamed in 1978 in honour of Queen Elizabeth's official visit to the province. Recreation opportunities include swimming, boating, sailing and camping. A concession stand and dance pavilion are located in the park. Part of the shallow, spring fed lake serves as a wildlife sanctuary. Accurate statistics were not available for 1982, but it appeared that attendance was down slightly from the previous season. A self-registration system was adopted in 1982. This park does not receive heavy use and on many weekends it is below capacity.

Discussions with Provincial Parks personnel indicated there will not likely be any new parks developed in the Mighty Peace region for some time. The demand at the existing parks is not high and the level of use will likely continue to be only low to moderate. The development of the park at Notikewin, taking advantage of the river valley as a prime natural feature, was completed with anticipation of much higher utilization than has been the case. If attendance increases in the future and demand for expansion of sites and services also increases, this park can be developed according to need.

Visitation Statistics

Visitation statistics for campgrounds in the three Provincial Parks are presented in Table 1. The occupancy rates indicate that the campgrounds have considerable available capacity to accommodate more visitors.

TABLE 1

PROVINCIAL PARKS CAMPGROUNDS VISITATION STATISTICS

Name/Campground Capacity	Average Daily Occupancy (%)		Total Party Nights (Summer Season)	Individual Camper Nights
	Wkdys	Wknds		
Moonshine Lake				
1982 (50 units)	9.0%	43.0%	1,242	4,346
1981 (50 units)	21.0%	92.0%	2,705	7,070
1980 (50 units)	19.0%	86.0%	2,485	8,333
1979 (50 units)	15.0%	64.0%	1,887	6,259
Notikewin				
1982 (8 units)	6.0%	39.0%	151	500
1981 (8 units)	2.0%	29.0%	98	275
1980 (8 units)	4.0%	47.0%	174	622
Queen Elizabeth (Lac Cardinal)				
1982 (56 units)	--*	--*	--*	6,212
1981 (56 units)	22.0%	63.0%	2,463	8,106
1980 (56 units)	21.0%	51.0%	2,145	7,297
1979 (56 units)	27.0%	69.0%	2,789	9,714

* Data not available for 1982.

4.1.2 Provincial Parks Recreation Areas

There are six Provincial Parks Recreation Areas located in the Mighty Peace study area. Most of these are former Alberta Transportation campgrounds presently being maintained by Alberta Recreation and Parks. The six sites are located at Dunvegan, Hotchkiss, Grimshaw, Twin Lakes, Silver Valley and Peace River.

The Dunvegan site, located on Highway 2 on the north bank of the Peace River 14 kilometres south of Fairview, has a small 16 unit Alberta Recreation and Parks campground and day use area. Alberta Culture offers an interpretive program at the rectory and trading post related to the historic events which occurred at the site.

Alberta Culture considers the site to be a very significant part of Alberta's heritage and has applied for funds to develop these historic features more fully. Potential expansion includes reconstruction of the Hudson Bay and Northwest Company Trading Posts. Approvals for plans and funding have not been received at the date of this writing and any further development of the Recreation Area would be undertaken in accordance with Alberta Culture's future historic site development.

The Twin Lakes site is considered to be the best in the group and funds will likely be allocated to develop this area further.

4.1.3 Alberta Transportation Campgrounds

There are seven campgrounds in the Mighty Peace study area which remain under the jurisdiction of Alberta Transportation. A total of 57 campsites are available but the services and facilities are limited. Visitor use of these campgrounds is not monitored and therefore statistics were not available.

4.1.4 Municipal Campgrounds

There are 16 municipal campgrounds supplying 145 camping sites in the Zone. The two major campgrounds are located in Peace River and Fairview and are operated by the local Lions Clubs. The Peace River campground offers 60 sites for tents and trailers, a picnic shelter, stoves, flush toilets, showers, tap water, a playground, a public telephone, laundry facilities, sewage disposal, and a grocery store, but no electric power or hook-ups. The Fairview campground offers 20 sites for tents and trailers, a picnic shelter, stoves, pit toilets, tap water, and a playground. It also does not have hook-ups for recreation vehicles.

Municipal campgrounds primarily service the local and regional markets, catering to persons who are attending events or visiting friends and relatives.

4.1.5 Private Campgrounds

The Rainbow Trout Park is the only private campground in the study area. It is located 18 kilometres north and west of Jean Cote, off Secondary Road 744. The campground has 55 sites with picnic tables, stoves, fireplaces, pit toilets, a playground, public telephone, convenience store, mini-golf, horseshoes and boat rentals. The fee charged is $4.50 for overnight stays and $1.50 for day users. There are no hook-ups available.

The campground is open from May 1 to either mid-September or the end of September, depending on the weather. The operators estimate they receive an average of 2,000 visitors per season. These guests are primarily from local and regional markets. It should be qualified in this annual visitation estimate that approximately 800 of that total attend a large one-day picnic held at the end of July. The event is free for children under 14 and costs $2.00 per adult.

The operators indicated there were no expansion plans for the site in the foreseeable future.

4.1.6 Alberta Forest Service Recreation Campgrounds

There are 12 Forest Recreation Areas in the Peace River and Footner Lake Forests which are within the Mighty Peace study area. Nine of these areas have small campgrounds which are used primarily by local people. The levels of use by visitors are not systematically monitored but the assessment made through casual observation by forestry staff indicates the campgrounds receive a range of low to high occupancy in accordance with such variables as the quality of fishing that season, how bad the mosquitoes are and the weather conditions. Several of these areas are former Alberta Transportation roadside pull-off spots and others have been established near lakes and rivers where the recreation opportunities are quite high.

A brief description of the twelve Forest Recreation Areas is as follows:

Oles Lake	• located 2 kilometres north of Highway 64 near the B.C./Alberta border • offers 7 picnic and 6 camping units • fishing features rainbow trout up to 1.5 kg
Running Lake	• located 70 kilometres northwest of Hines Creek • offers 20 picnic and 16 camping units

	• fishing features rainbow trout up to 1.5 kg and brook trout up to 1 kg • visitor use has declined here in recent years
Stoney Lake	• located 32 kilometres north of Hines Creek • offers 8 picnic and 13 camping units • fishing features rainbow trout up to 1 kg and is stocked each year by Fish and Wildlife
Sulphur Lake	• located 78 kilometres northwest of Hines Creek • offers 11 picnic and 11 camping units • the group campsite is available by reservation • the lake has been stocked with rainbow and brook trout but winter kill has been a continuing problem
Buffalo River	• located 24 kilometres southwest of Rainbow Lake • offers 6 picnic sites
Buffalo Tower	• located 50 kilometres south of Fort Vermilion • offers 10 picnic sites
Hilltop Lake	• located 45 kilometres southwest of Woking • offers 15 picnic sites
Hutch Lake	• located 36 kilometres northwest of High Level on Highway 35 • offers 11 picnic sites and 11 camping units
Machesis Lake	• located 60 kilometres southeast of High Level • offers picnic sites and 21 camping units • fishing features rainbow trout up to 2.5 kg

Meander River	• located 80 kilometres north of High Level on Highway 35 • offers 11 picnic sites and 8 camping units • fishing features pike up to 7 kg and walleye up to 4.5 kg
Rainbow Lake	• located 65 kilometres south of Rainbow Lake • offers 7 picnic sites and 16 camping units • good pike fishing is available
Steen River	• located 150 kilometres north of High Level on Highway 35 • offers 5 picnic sites and 5 camping units

Overall, fishing and hunting are the major activities which utilize these sites as staging areas. The activities are not highly organized and the Alberta Forest Service objective is not to generate demand for recreation but rather to service the needs of the participants engaged in activities in the Forestry Areas. There are plans for upgrading and expansion of the facilities in these Forest Recreation Areas throughout the province, primarily involving trail and campground development. The Footner Lake and Peace River Forests will receive only a small portion of the funds allocated for this program, since demand is greater in other areas of Alberta.

4.1.7 Summary of Public and Private Campgrounds

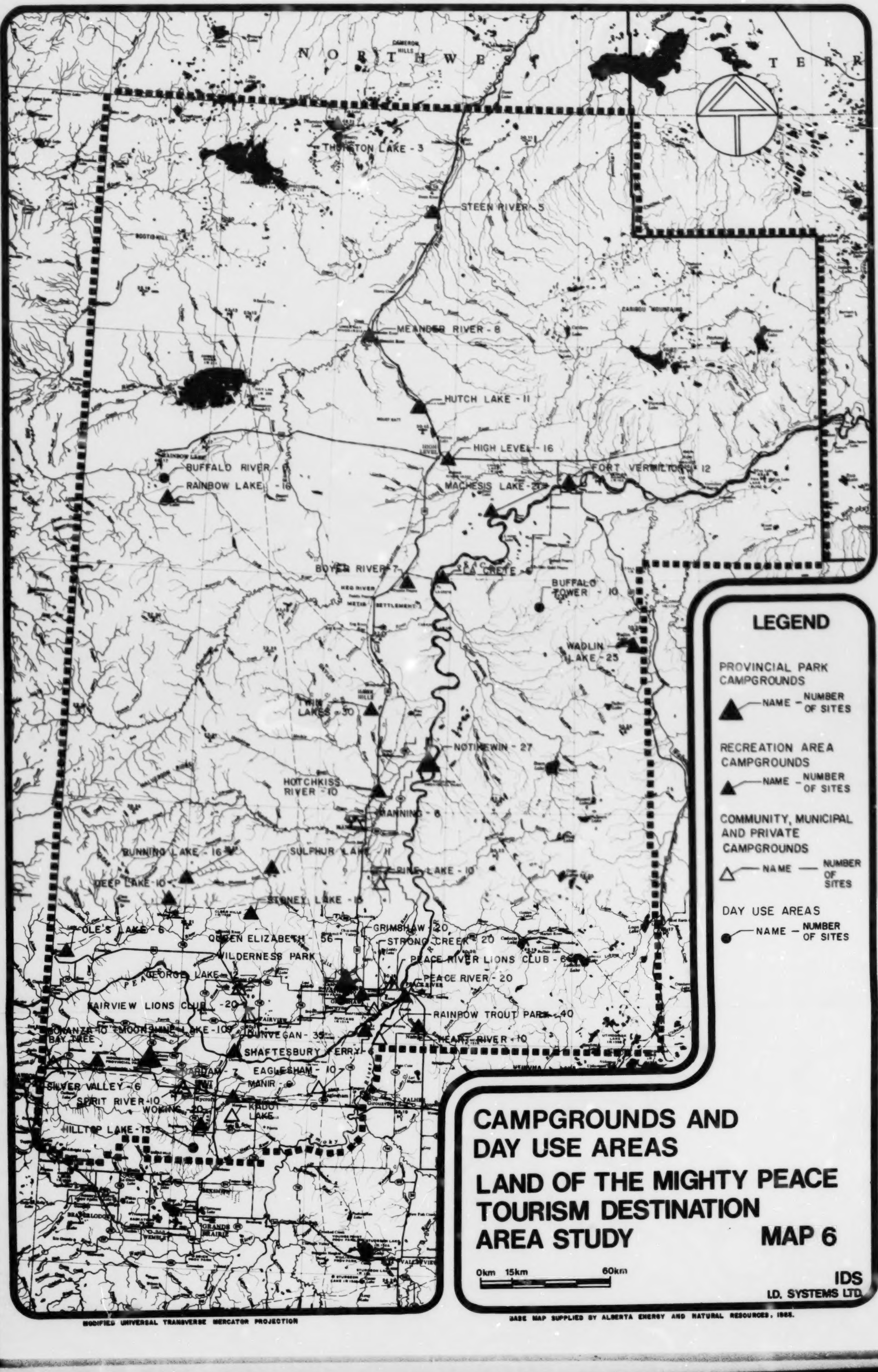
Table 2 presents a summary of public and private campgrounds in the Land of the Mighty Peace. Map 6 shows the locations of campgrounds and day-use areas in the Zone.

TABLE 2

SUMMARY OF PUBLIC AND PRIVATE CAMPGROUNDS

Type of Campground	No. of Campgrounds	No. of Campsites	Percentage of Total Supply
Provincial Parks	3	192	27.9%
Provincial Parks Recreation Areas	6	131	19.1%
Alberta Forest Service Recreation Campgrounds	9	107	15.6%
Alberta Transportation Campgrounds	7	57	8.3%
Municipal Campgrounds	16	145	21.1%
Private Campgrounds	1	55	8.0%
TOTALS	42	687	100.0%

SOURCE: 1983 Accommodation Guide, Travel Alberta
1981 Provincial Parks User Statistics, Alberta Recreation and Parks


NORTHWEST TERR
THURSTON LAKE - 3
STEEN RIVER - 5
MEANDER RIVER - 8
HUTCH LAKE - 11
HIGH LEVEL - 16
BUFFALO RIVER - 6
RAINBOW LAKE - 16
MACHESIS LAKE - 27
FORT VERMILION - 12
BOYER RIVER - 7
LA CRETE - 6
BUFFALO TOWER - 10
WADLIN LAKE - 25
TWIN LAKES - 30
NOTIKEWIN - 27
HOTCHKISS RIVER - 10
MANNING - 8
RUNNING LAKE - 16
SULPHUR LAKE - 11
PINE LAKE - 10
DEEP LAKE - 10
STONEY LAKE - 15
OLE'S LAKE - 6
GRIMSHAW - 20
QUEEN ELIZABETH - 56
WILDERNESS PARK
STRONG CREEK - 20
PEACE RIVER LIONS CLUB - 6
GEORGE LAKE - 12
PEACE RIVER - 20
FAIRVIEW LIONS CLUB - 20
RAINBOW TROUT PARK - 40
BONANZA - 10
BAY TREE
MOONSHINE LAKE - 109
DUNVEGAN - 35
HEART RIVER - 10
SHAFTESBURY FERRY - 6
NAMPA - 7
EAGLESHAM - 10
MANIR - 6
SILVER VALLEY - 6
SPIRIT RIVER - 10
WOKING - 20
KADOT LAKE
HILLTOP LAKE - 13

LEGEND

PROVINCIAL PARK CAMPGROUNDS
▲ NAME - NUMBER OF SITES

RECREATION AREA CAMPGROUNDS
▲ NAME - NUMBER OF SITES

COMMUNITY, MUNICIPAL AND PRIVATE CAMPGROUNDS
△ NAME — NUMBER OF SITES

DAY USE AREAS
● NAME - NUMBER OF SITES

CAMPGROUNDS AND DAY USE AREAS

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 6

0km 15km 60km

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MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1985.

4.2 Specialized Facilities

Margaret Lake Fishing Lodge

Margaret Lake Fishing Lodge is a private fly-in fishing operation, located 75 km northeast of Fort Vermilion. The lodge is accessible by aircraft only and flights are available out of High Level and Fort Vermilion. The modern main lodge was constructed in 1981 and the amenities include a hot whirlpool, sauna, showers, conference facilities for up to 30, a large dining room and lounge, sundeck, pool tables and a shuffleboard. The total accommodation capacity, including four detached cabins, is 40.

The lodge is open from May 24 to October 15 and guests generally reserve their bookings in advance, although some guests do fly in without a reservation. The fee charged is $135.00 per person per day or $175.00 for a double per day. Alberta guests comprise up to 65% of the market and U.S. visitors account for almost all of the remainder. There are very few guests from B.C., Saskatchewan or the Northwest Territories. It was estimated that the lodge received several hundred guests during 1982.

Bistcho Lake

Applications have been received by the Special Land Dispositions Section of Alberta Energy and Natural Resources by four proponents to develop a fishing lodge on Kirkness Island, the farthest north island, on Bistcho Lake. Recommendations have been made by Alberta Environment and the Fish and Wildlife Division for a change of location to the south shore of the lake due to concern about waterfowl habitat and the sewage disposal capability of the low lying island. The island is not considered suitable for that type of operation. An application has also been received from one of the native groups to develop a fishing lodge on the same lake on a lakeshore area which is part of its reserve. No decision has yet been made regarding the specific location or successful applicant by the Special Land Dispositions Section.

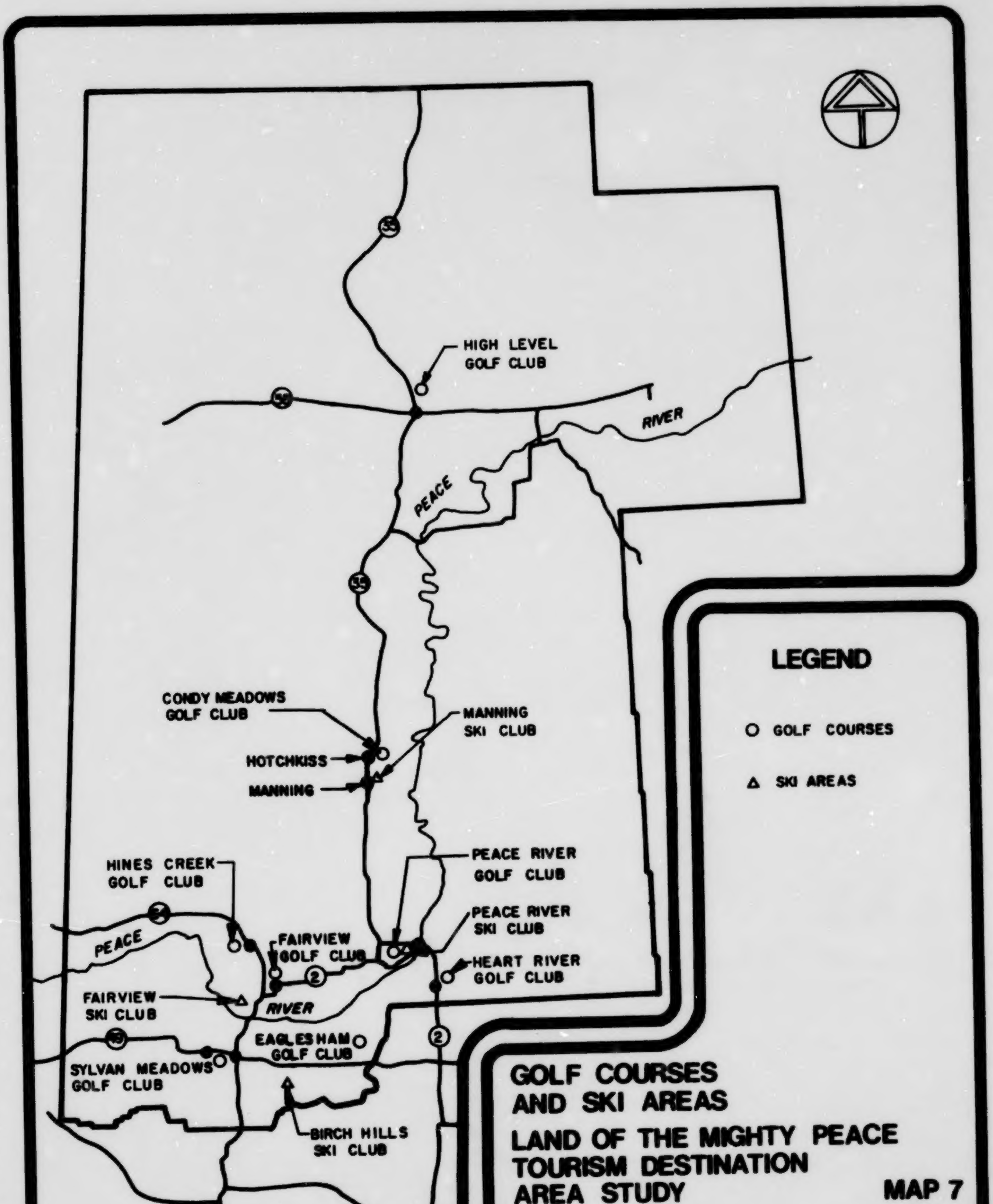
4.3 Golf Courses

There are eight golf clubs in the Zone, each with a 9 hole course. The courses in Peace River, Fairview and High Level have grass greens and the other five have sand greens. The Midnight Golf Tournament at the High Level Club is one of the better known events in the Zone. The tournament is held on June 21, when more than 20 hours of daylight affords golfers an opportunity to play after midnight.

4.4 Ski Areas

Four local ski areas operate in the Zone. Most areas are combined with cross-country ski trail developments. The vertical drop for most areas ranges from 100 to 150 metres. Most runs are for beginner level skiers with a few runs offering some challenges to intermediate level skiers. The ski areas attract users from local and regional markets. More avid skiers from the Zone also travel to Marmot Basin near Jasper and Silver Summit near Edson.

Map 7 shows the distribution of golf courses and ski areas in the Zone.


HIGH LEVEL GOLF CLUB
35
58
RIVER
PEACE
35
CONDY MEADOWS GOLF CLUB
MANNING SKI CLUB
HOTCHKISS
MANNING
PEACE RIVER GOLF CLUB
HINES CREEK GOLF CLUB
PEACE
FAIRVIEW GOLF CLUB
2
PEACE RIVER SKI CLUB
HEART RIVER GOLF CLUB
FAIRVIEW SKI CLUB
RIVER
2
EAGLESHAM GOLF CLUB
SYLVAN MEADOWS GOLF CLUB
BIRCH HILLS SKI CLUB
LEGEND
○ GOLF COURSES
△ SKI AREAS
0 km
50
100 km

GOLF COURSES AND SKI AREAS

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 7

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4.5 Fixed Roof Accommodation

4.5.1 Analysis of Room Supply

The fixed roof accommodation in the Mighty Peace study area is considered, overall, to be above average for a region which is not heavily populated and somewhat removed from the larger urban centres. There are presently 18 Travel Alberta approved motels and 11 approved hotels, a total of 29 out of the 41 existing operations. Some accommodation data comparisons for the years 1978 and 1983 are provided in Table 3 as indicators of the growth of the hotel industry in the study area.

TABLE 3

FIXED ROOF ACCOMMODATION - 1978 & 1983

	1978	1983
- Total number of establishments in Zone 8	36	41
- Percentage of total establishments in Alberta	3.6%	4.0%
- Total number of rooms available in Zone 8	908	1,153
- Percentage of total rooms available in Alberta	2.4%	2.5%
- Average number of rooms per establishment	25.2	28.1
- Number of approved hotels in Zone 8	10	11
- Percentage of approved hotels in Zone 8	47.6%	50.0%
- Percentage of approved hotel rooms in Zone 8	58.5%	71.7%
- Number of approved motels in Zone 8	13	18
- Percentage of approved motels in Zone 8	86.7%	94.7%
- Percentage of approved motel rooms in Zone 8	96.0%	98.0%
- Ratio of hotels to motels	21-15	22-19

The above figures illustrate a growth in the overall room supply of 27.0% since 1978. Equally important is the increase in the percentage of rooms which are now approved by Travel Alberta. The 1983 Travel Alberta accommodation inspection approved 86.2% of the available hotel and motel rooms, a very commendable level of achievement. This indicates a substantial improvement in the quality of the room supply available to visitors in the Land of the Mighty Peace.

The boom years of the oil industry in the seventies created an increased demand for additional room supply in the Land of the Mighty Peace. Service centres such as High Level, Spirit River and Fairview benefitted from the addition of new hotel and motel properties. Since 1981, however, there has been no significant addition to the room supply other than an expansion of the Traveller's Inn in Peace River and the Sunset Motor Inn in High Level.

Many of the properties which are not approved by Travel Alberta consist of older country hotels which are in the tavern business and are generally not attractive to the tourism market due to the quality of the properties and the noise generated in the beverage rooms. These operations do serve a purpose in providing rooms to some work crews and other visitors not wanting to pay higher room rates at other establishments.

4.5.2 Analysis of Market Demand

Occupancy trends over the past five years indicate the accommodation industry in Zone 8 fared very well during the late seventies, but business has declined during the past two years, primarily due

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4.5.2 Analysis of Market Demand

Occupancy trends over the past five years indicate the accommodation industry in Zone 8 fared very well during the late seventies, but business has declined during the past two years, primarily due to cutbacks in the oil industry and reduced activity in the construction business. The occupancy rates from 1978 to 1982 are:

1978	1979	1980	1981	1982
75.4%	75.0%	79.7%	64.8%	58.6%

Operators are being forced to adjust to the tougher economic operating conditions and some are finding it very difficult in the competitive climate. An average annual occupancy which was in the range of 75 to 80% for the Zone during the late seventies has declined to the 55 to 65% range in the past few years.

The number of government employees travelling in the region has increased slightly in recent years, but not to significantly higher proportions. Visits from U.S. tourists have decreased in the past two years and many of those stop only for fuel and meals on their way through the Zone enroute to destinations farther north.

Accommodation rates have been reduced from 1982 levels, but are still considered by many guests to be relatively high given the quality of the product compared to other parts of the province.

The industrial and commercial markets have historically comprised the largest market sources for hotels and motels in Zone 8, especially from September to March when the oil and gas industry is most active and during the summer when construction crews are working.

Table 4 presents the 1981 breakdown of accommodation demand levels by market segment for Travel Alberta approved establishments in Zone 8 compared with the averages for approved establishments in Alberta.

TABLE 4
1981 ACCOMMODATION DEMAND LEVELS BY MARKET SEGMENT

Market Segment	% Zone 8	% Alberta
Industrial Crews	52	24
Commercial (including government)	26	30
Tourism	14	27
Group Meetings	3	11
Other	5	8

Tourism increases during the summer months but does not benefit all accommodation operations nor does it become overly significant with regard to the volume of business generated. On average, the tourism market comprises about 10 to 15% of the annual business for those properties which do attract tourists. The majority of the tourists visiting Zone 8 are either camping, travelling in recreation vehicles or staying with friends and relatives. Also, many are travelling through the area enroute to other destinations and do not stay overnight. For these reasons there is no high tourism demand for fixed roof accommodation.

4.6 Food and Beverage Services

The food service industry in the Zone is considered to be adequate, recognizing the vast size of the Zone and smaller population base in the north. Most operations provide fairly standard and basic fare with few, if any, outstanding or unique operations to choose from. The distribution is largely concentrated in the southwestern portion of the Zone in the urban centres. The availability and choice of more than one or two restaurants on the Mackenzie Highway north of Grimshaw is limited primarily to Manning and High Level. It is recognized this situation is a direct result of the distribution and location of the population within the Zone. Generally, food and beverage services are few and far between and just provide the basics without much flair or uniqueness to create a greater appeal to travellers. Expansion of the menu items to provide a more interesting selection, while remaining easy to store and prepare, could generate more interest and excitement. For example, more beef and veal dishes could be offered and would likely be popular in a province which is so heavily beef oriented. Specialty dishes might also be considered, consisting of a limited choice of fish and domestic game products available within the Zone.

A major problem facing the food service industry in this region, one which is not necessarily unique to the area, is the shortage of qualified staff and an available labour pool. This problem may be somewhat more acute in an area with a small population base and therefore a smaller supply of potential staff available and a reduced customer market. Other industries paying higher wages attract people from the food service industry. Operators find it difficult to maintain the staff continuity required to provide consistency in product and service. As a result, the product offered tends to be rather basic and simplistic for ease in preparation. A short-term solution to this problem is not readily identifiable, but an upgrading of the food service and hospitality image is necessary to attract and retain good staff.

A further problem identified by visitors is the high cost of food in restaurants. This is attributed to the higher cost of services in northern Alberta, especially due to the higher development costs. There are no short-term solutions envisioned for this problem either, other than suggesting possible government incentives to operators and making the public aware of the reasons behind the higher costs.

4.7 Analysis of Accommodation and Food Services Receipts

Table 5 presents a breakdown of accommodation and food service receipts within the Land of the Mighty Peace based on information available from the Alberta Retail and Service Trade Statistics. A comparison is made of receipts for the years 1976 and 1977 (use of data from the two years was necessary to provide more complete data) and the most recent available data in 1981. The data are organized according to the municipal and improvement districts within the study area. The information provides a fairly accurate overview of recent historical growth in the volume of business and the number of outlets as well as the proportionate significance of the accommodation and food service industry in Zone 8 to the total service trade and total trade within the Zone and within the Province.

There were a total of 70 accommodation and food service outlets in Zone 8 in 1976-77. This increased to 80 outlets by 1981, representing a growth of 14.3% over this period of time.

In Alberta, there were a total of 3,143 outlets in 1977 and 3,615 in 1981, an increase of 15.0%. The Mighty Peace area kept pace with the overall provincial growth between 1977 and 1981, however

TABLE 5

ANALYSIS OF ACCOMMODATION AND FOOD SERVICE RECEIPTS IN ZONE 8

Location/ Year	No. of Outlets	Accommodation and Food Service Receipts ($000's)	Total Service Trade ($000's)	% of Total Service Trade	Total Trade ($000's)	% of Total Trade
Peace River						
1977	14	4,470	5,080	88.0	49,472	9.0
1981	17	9,002	12,626	71.3	95,157	9.5
Improvement Districts						
1977	25	4,613	5,394	85.5	41,216	11.2
1981	31	10,562	12,063	87.6	79,131	13.3
Municipal Districts						
1977	31	3,858	4,120	93.6	34,205	11.3
1981	32	10,808	11,609	93.1	85,368	12.7
Total Zone 8						
1977	70	12,941	14,594	88.7	124,893	10.4
1981	80	30,372	36,298	83.7	259,656	11.7
Alberta						
1977	3,143	1,005,979	1,759,384	57.1	9,879,798	10.2
1981	3,615	2,075,270	2,856,310	72.6	17,856,112	16.0

the number of units in Zone 8 represents only 2.2% of the total available in Alberta in 1981.

In Zone 8, receipts from these establishments totalled $12.9 million in 1976-77 and $30.4 million in 1981, representing a growth of 135%.

Comparably, receipts for the province totalled just over $1.0 billion in 1977 and nearly $2.1 billion in 1981, a growth of 106%. The Mighty Peace area enjoyed a proportionately greater increase in sales in their hospitality industry during the boom years of the late seventies than the provincial rate. The total receipts for Zone 8 in 1981 comprised about 1.5% of the provincial total.

In summary, this information indicates the importance of the accommodation and food service industry within the Land of the Mighty Peace and helps establish some perspective of its relative position within Alberta. Proportionately, the volume of business in the accommodation and food services industry in the study area is quite small, being only 1.6% of the rest of the province. However, the Zone has kept pace with Alberta growth trends and has displayed consistent strength within these hospitality-related industries. The general quality of the facilities and services available would not be considered luxurious, but certainly is capable of providing an acceptable level of service to visitors travelling in the Land of the Mighty Peace.

4.8 Service Stations

There are 42 service stations for fueling and repairs along the major highways in the Zone. The number and distribution of stations appears to be adequate and distances between stations are reasonable. The major problem facing tourists travelling through the Zone is the lack of stations that are open beyond normal business hours. Also, there are a few stations that do not have a full range of fuels. Repair facilities, especially for recreation vehicles and foreign vehicles are limited. The price per litre of gas ranges 10 to 15 cents more than the price in larger centres like Edmonton depending on services provided and distance from larger communities.

4.9 Sewage Disposal Stations

There are six sewage disposal stations for recreation vehicles travelling in the Zone. Peace River, Spirit River, Grimshaw and Manning have stations associated with campground operations. The other two stations operate in Moonshine and Queen Elizabeth Provincial Parks. Disposal stations are required north of Manning in communities or campgrounds near the Mackenzie Highway.

4.10 Information Centres

There are eight tourist information centres located in Zone 8. Only one is located north of Manning in High Level. Information services for tourists entering from the Northwest Territories or by Highway 67 in the northeast are almost non-existent. The information centre in High Level is difficult to find and limited in hours of operation.

The four information centres operated by the Land of the Mighty Peace Tourist Association are located in Manning, Grimshaw, and there are two in Peace River. Table 6 presents a summary of visitor statistics for Zone 8 centres. For comparison, the percentages for the Travel Alberta Information centres are shown.

TABLE 6

ZONE 8 TOURIST INFORMATION CENTRES
1982 VISITOR STATISTICS

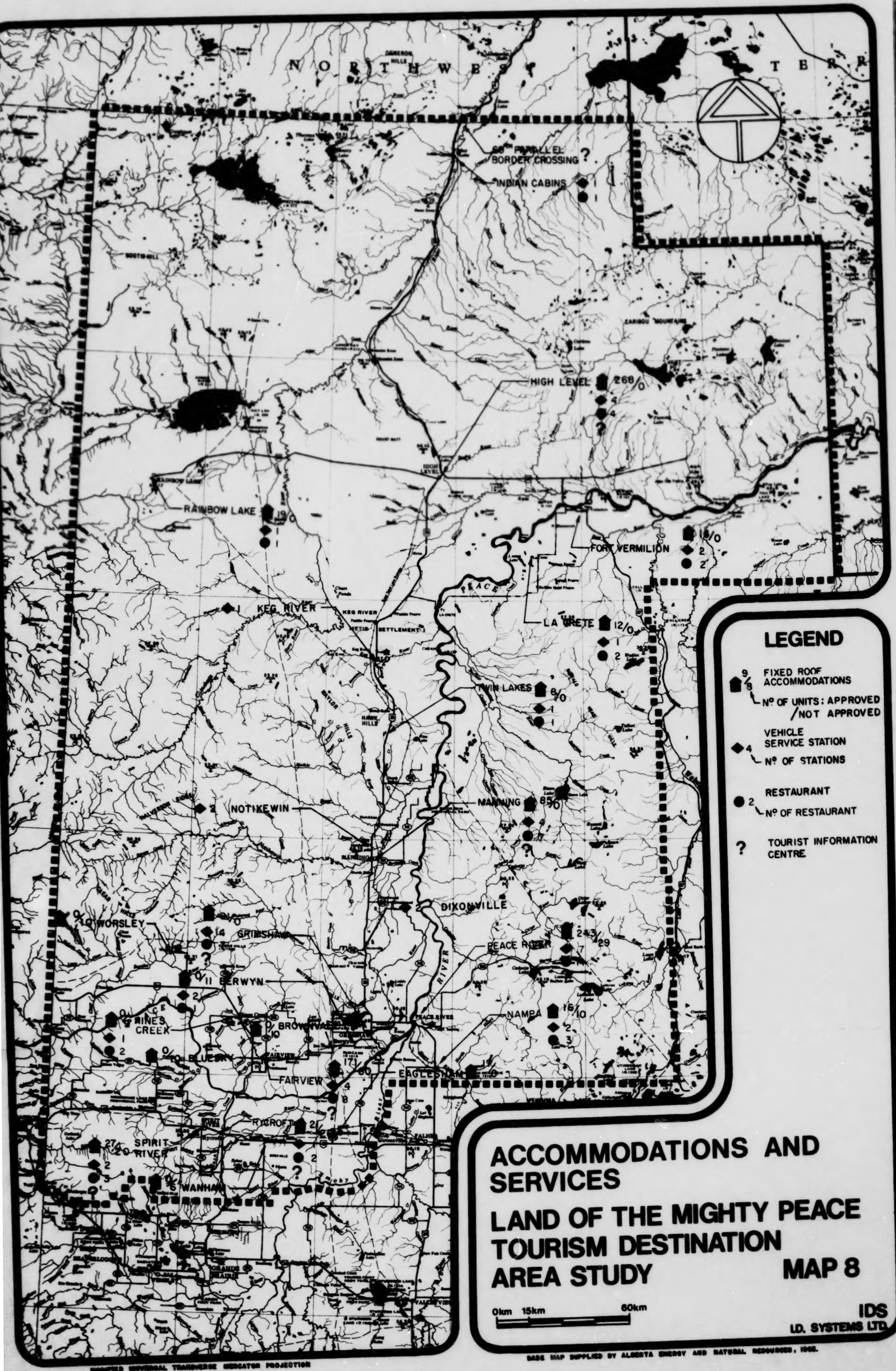
Origin	Manning	Grimshaw	Peace River Cabin	Peace River Assoc. Office	Total	Zone %	Travel Alberta Centres %
Alberta	154	969	5268	544	6935	55.8	33.2
Other Provinces	174	590	2249	363	3376	27.2	32.8
U.S.A.	29	218	1231	138	1616	13.0	24.2
Other Countries	15	97	298	86	496	4.0	9.8
Totals	372	1874	9046	1131	12423	100.0	100.0

Although these statistics are not an accurate reflection of the origin and number of all visitors, they do indicate that a high proportion of registered Zone visitors reside in the province and the proportion of out-of-province visitors is about average.

Statistics for the centres located in Fairview, Spirit River, Rycroft and High Level were not available.

The information centres in the Zone are generally open from May to September during regular working hours. It is doubtful whether the number of visitors in the area during the winter months would justify the cost of operating the information centres on a year-round basis.

Map 8 illustrates the locations and number of fixed roof accommodations, service stations, restaurants and tourist information centres in the Zone.


NORTHWEST TERR
60th PARALLEL BORDER CROSSING ?
INDIAN CABINS 1 1
HIGH LEVEL 268/0 4 4 ?
RAINBOW LAKE 19/0 1 1
FORT VERMILION 15/0 2 2
KEG RIVER 1
LA CRETE 12/0 1 2
TWIN LAKES 8/0 1 1
NOTIKEWIN 2
MANNING 85/0 4 4 ?
DIXONVILLE 2
PEACE
PEACE RIVER 243/29 7
RIVER
WORSLEY 0/10
GRIMSHAW 4 ?
BERWYN 0/11 2 1
RINES CREEK 0/5 1 2
BROWNVALE 0/10
BLUESKY 0/10
FAIRVIEW 171/60 4 8 ?
NAMPA 16/10 2 3
EAGLESHAM
RYCROFT 2/2 2 ?
SPIRIT RIVER 27/20 2 3 ?
WANHAM 0/6
LEGEND
9/8 FIXED ROOF ACCOMMODATIONS
Nº OF UNITS: APPROVED /NOT APPROVED
4 VEHICLE SERVICE STATION
Nº OF STATIONS
2 RESTAURANT
Nº OF RESTAURANT
? TOURIST INFORMATION CENTRE
0km 15km 60km

ACCOMMODATIONS AND SERVICES

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 8

IDS
I.D. SYSTEMS LTD.

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, [illegible]

4.11 Attractions and Events

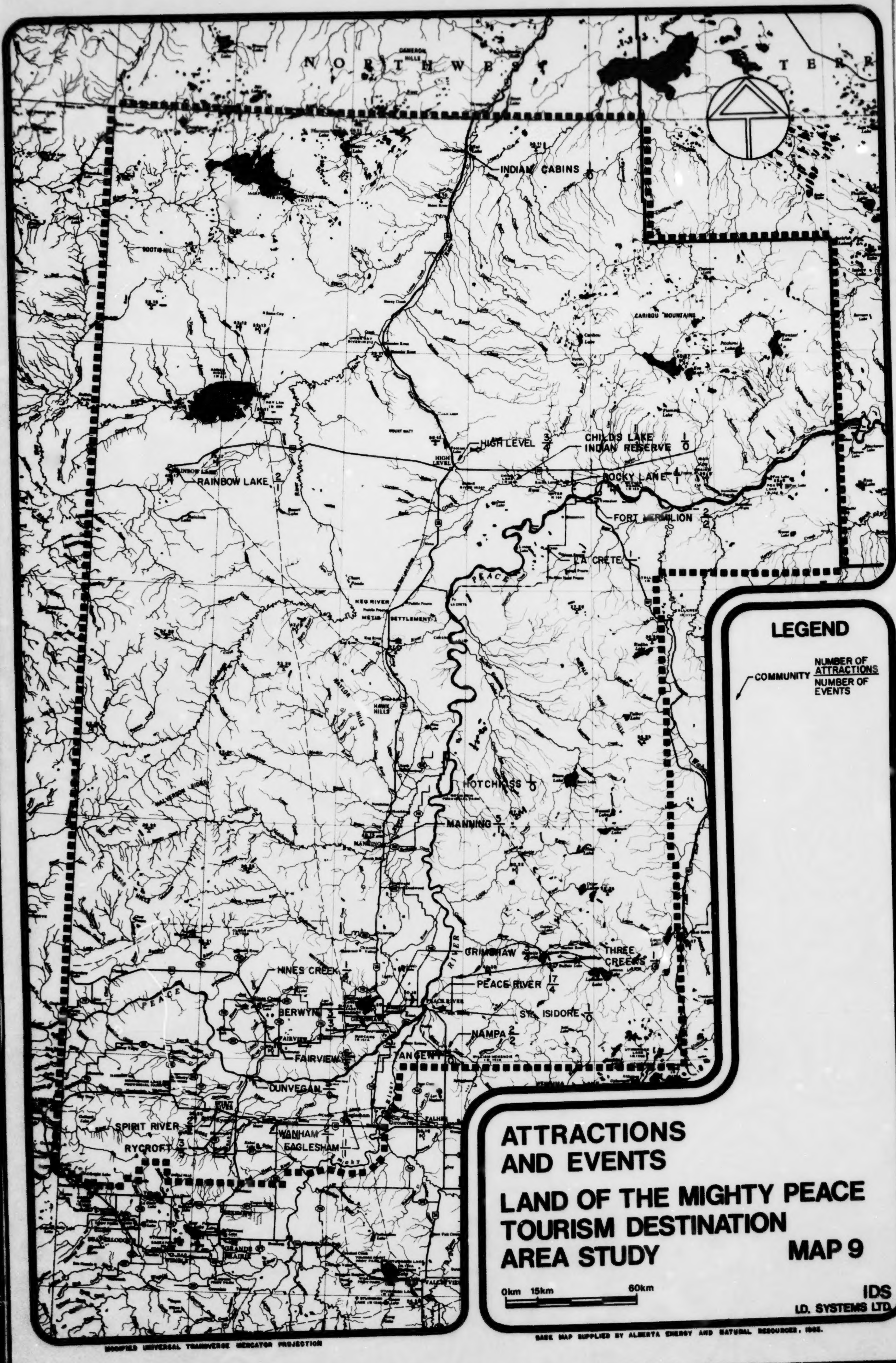
The Land of the Mighty Peace has a good variety of attractions and events in comparison to other tourist zones. There are a total of 154 attractions and events listed in Appendix E. Map 9 presents the distribution and number of man-made attractions and events in the Zone.

Fifty-one natural attractions represent the range of major landforms and features in the Zone, from uplands to lakes and rivers. The listing in Appendix E provides the name of the feature, type of feature (uplands, pond, lake, etc.), nearest community, access and identification of existing and potential uses. The major existing and potential uses include wilderness outdoor recreation, hunting, camping, hiking, fishing, scenic viewing and boating. Bistcho, Margaret, Pitchimi, Thurston and Wentzel lakes are identified for fly-in fishing.

Attractions for tourists from local, regional and provincial markets are included in the list of man-made attractions. The list includes parks, recreation areas, campgrounds, and agricultural, historic, cultural and sport facility attractions. Many attractions in the Zone offer guided tours for visitors. These attractions are:

- Agriculture Research Station near Fort Vermilion
- Weaver's Centre in St. Isidore;
- Canfor Lumber Mill in High Level;
- Shell In-situ Plant near Three Creeks; and
- St. Charles Mission at Dunvegan.

All tours are by prior arrangement only except for the interpretive program tours at Dunvegan which are scheduled on a regular basis.



NORTHWEST TERR
INDIAN CABINS 0/0
HIGH LEVEL 3/4
CHILDS LAKE INDIAN RESERVE 1/0
ROCKY LANE 1/1
FORT VERMILION 2/2
LA CRETE 1/1
RAINBOW LAKE 2/1
CARIBOU MOUNTAINS
KEG RIVER METIS SETTLEMENT
HAWK HILLS
PEACE
HOTCHKISS 1/0
MANNING 5/1
GRIMSHAW
THREE CREEKS 1/1
HINES CREEK 1/4
PEACE RIVER 17/4
BERWYN
ST. ISIDORE 1/0
NAMPA 2/2
FAIRVIEW
TANGENT
DUNVEGAN
SPIRIT RIVER
RYCROFT 3
WANHAM
EAGLESHAM 1/1
RIVER
LEGEND
COMMUNITY
NUMBER OF ATTRACTIONS
NUMBER OF EVENTS
0km 15km 60km

ATTRACTIONS AND EVENTS

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 9

IDS
I.D. SYSTEMS LTD.

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1985.

Other major historical attractions include the museums in Wanham and Peace River and the Charles Plavin Homestead near Manning.

Another unique attraction in the Zone is the Tar Island River Cruise. The 22 hour cruise program starts at the Town of Peace River. The jet boat travels 60 kilometres down the Peace River to a camp with dining facilities. Guests stay overnight in tent sleeping units and return to the town on the following day.

Forty-one events are listed in Appendix E. Most events draw from local markets but a few such as the North Peace Stampede in Grimshaw, World Championship Irish Pig Race in Peace River and Wanham Plowing Match each attract contestants and thousands of spectators from regional, national and international markets.

Various attractions and events currently appealing to local and regional markets have good potential to expand into provincial markets. The Peace Council Festival of Arts and Peace River Regional Park (Misery Mountain Development) are examples of an event and attraction which can be developed and promoted to appeal to broader tourism markets. Events such as curling bonspiels and hockey tournaments were not included in the inventory due to the large number of them and the likelihood that the markets would not have the potential to significantly expand. However, it is recognized that some of these events significantly contribute to the tourism industry in the Zone.

4.12 Hospitals and Health Care Services

Hospitals are located in the communities of Peace River, Fairview, High Level, Manning, Fort Vermilion, Berwyn and Spirit River. The location and distribution of hospitals in the Zone provides a good level of service in the event that tourists require emergency health care. Public health units or visiting nurses serve most other communities. Other health care services such as dental clinics and drugstores are located in all major communities.

4.13 Transportation Facilities

Transportation facilities are vital to the health of the tourist industry in the Zone. Due to its distance from major markets, including Edmonton (485 km) and Calgary (748 km), the route to the Zone must have good attractions to appeal to tourists from these major markets. Once they arrive, there must be attractions in the Zone which make it worth their driving effort. At present, it appears that much of the tourist traffic passes through the Zone enroute to more distant destinations such as Wood Buffalo National Park, the Northwest Territories and the Alaska Highway.

Air and bus services also are important for tourists travelling into and through the Zone.

4.13.1 Highways

The major highways through the Zone are Highways 35 (Mackenzie Highway), 49 (Northern Woods and Water Route), 58, 67 and 2. Highways 2 and 49 provide access to the Zone from Edmonton and other points south including Grande Prairie. Highway 49 crosses the Zone from east to west, providing a connection to B.C. and the Alaska Highway. Highway 58 is the major east to west connection between Fort Vermilion, High Level and Rainbow Lake. Major routes for tourist traffic in the Zone include Highway 35 going north from Grimshaw and Highway 2 connecting the communities of Peace River, Grimshaw, Fairview, Rycroft and Grande Prairie. All of the aforementioned highways are paved, except for a segment of Highway 58 between High Level and Rainbow Lake, and Highway 67. The most significant highway in the Zone from a tourist travel perspective is the Mackenzie Highway which is paved to the border of the Northwest Territories.

Recently, a gravel highway (Highway 67) which connects the northeast area of the Zone by road to Slave Lake was completed. The network of other highways, secondary highways and roads throughout the Zone is small with most of the Zone not accessible by vehicle. Roads for oil and gas exploration and forestry operations have been constructed into several remote areas but travel by most types of passenger vehicle is not recommended.

In addition to the opening of Highway 67, other major highway improvements in 1983 included completion of paving along Highway 58 between Fort Vermilion and High Level and Highway 49 between Spirit River and Bay Tree.

Several major highway improvements outside of the Zone are important to tourist traffic within it.

Over the next two to three years, the Mackenzie Highway from the 60th parallel to Hay River, N.W.T. will be paved. In spring of 1984, the Liard Highway between Fort Simpson (Mackenzie Highway) in the Northwest Territories and Fort Nelson (Alaska Highway) in B.C. will be officially opened. This will provide a good opportunity for a tour loop to be developed through Alberta, British Columbia and the Northwest Territories using the Mackenzie, Liard and Alaska Highways. Another opportunity will exist to promote the Mackenzie Highway through Alberta as an alternate route to or from the Alaska Highway.

Traffic volumes along the major highways are illustrated on Map 10. Note that travel between centres accounts for most of the traffic volume. Traffic on the Mackenzie Highway north of the High Level airport turnoff is less than 500 vehicles per day in summer.

4.13.2 Air Services and Facilities

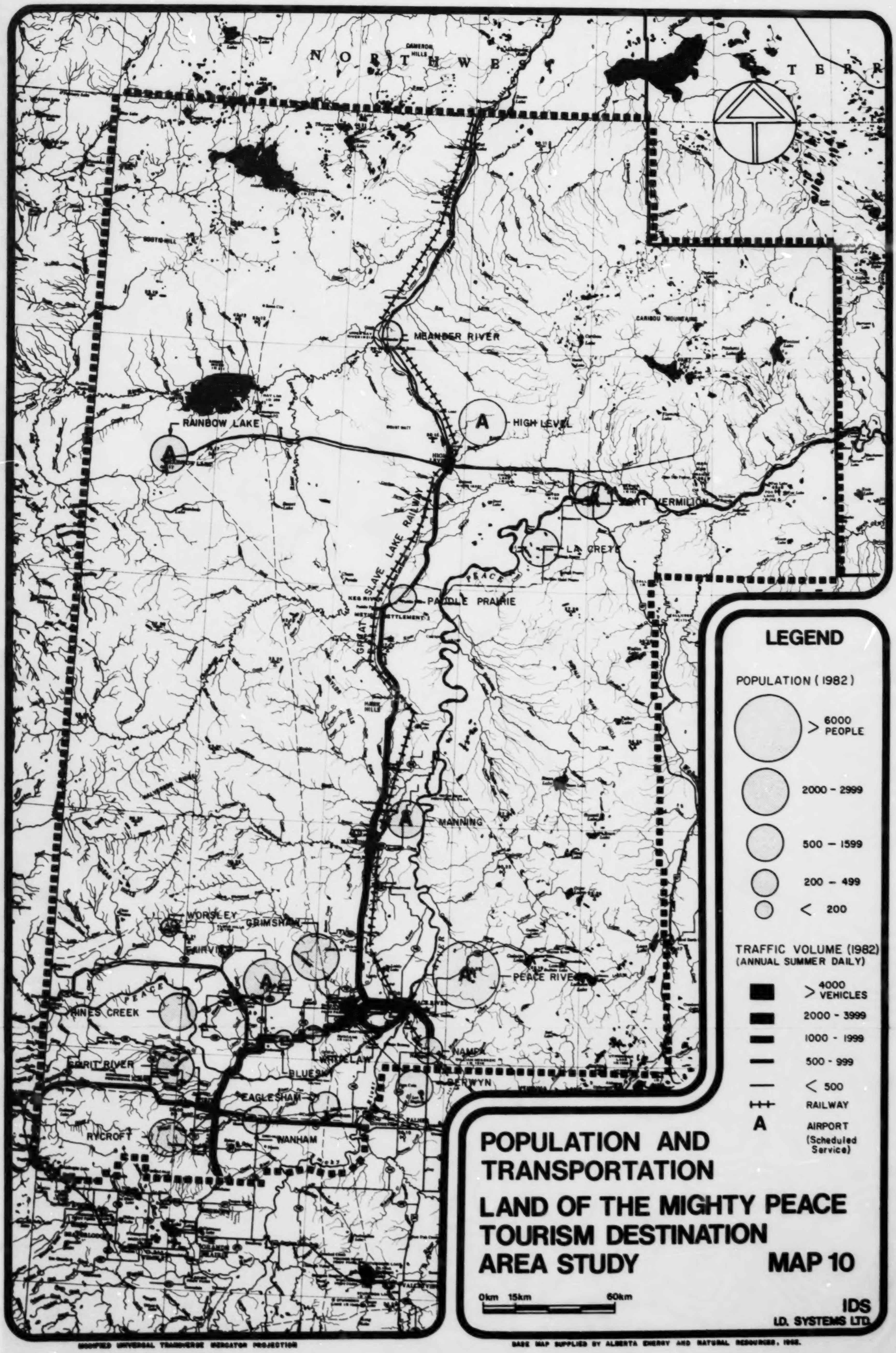
The Land of the Mighty Peace is served by three commercial airlines, Pacific Western, Wapiti Aviation and Time Air. The communities with scheduled airline service are noted on Map 10.

Several charter air services provide fly-in service to remote lakes and areas for fishing and hunting. Peace Air Ltd., Grande Prairie Air Services Ltd., Liberty Airways Ltd., and Wapiti Aviation Ltd. are the major charter air services operating in the Zone.

The Zone has 69 public and private airports (see list of airports in Appendix F). Most of them are used for access into remote areas for oil and gas exploration and forestry operations. Some of these airports present the possibility for fly-in fishing and hunting activities providing landing rights at the private airports can be secured. However, most are not suitable for commercial air charter use without substantial upgrading.

4.13.3 Railways

There is no passenger train service into the Zone. Canadian National Railway (formerly Northern Alberta Railway) runs to Peace River where the Great Slave Lake Railway continues north to Hay River, N.W.T. It is the major rail freight linkage to the north.


N O R T H W E
T E R R
CAMERON HILLS
CARIBOU MOUNTAINS
MEANDER RIVER
HIGH LEVEL
RAINBOW LAKE
FORT VERMILION
LA CRETE
PEACE
PADDLE PRAIRIE
GREAT SLAVE LAKE RAILWAY
MANNING
WORSLEY
GRIMSHAW
FAIRVIEW
PEACE RIVER
HINES CREEK
SPIRIT RIVER
WHITELAW
NAMPA
BLUESKY
BERWYN
EAGLESHAM
RYCROFT
WANHAM
LEGEND
POPULATION (1982)
> 6000 PEOPLE
2000 - 2999
500 - 1599
200 - 499
< 200
TRAFFIC VOLUME (1982) (ANNUAL SUMMER DAILY)
> 4000 VEHICLES
2000 - 3999
1000 - 1999
500 - 999
< 500
RAILWAY
A AIRPORT (Scheduled Service)
0km 15km 60km
IDS
I.D. SYSTEMS LTD.

POPULATION AND TRANSPORTATION

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 10

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1982.

4.13.4 Bus Service

Greyhound has scheduled bus service to most major communities in the Zone including those along the Mackenzie Highway into Hay River.

Some tour buses travel through the Zone enroute to the Alaska Highway and to Hay River and Yellowknife. More tour buses can be expected to travel the Mackenzie Highway with the opening of the Liard Highway connection and eventual paving of the highway from the border to Hay River.

Weibe Tour Ltd. of Edmonton offers a three day guided bus tour from Edmonton into the Land of the Mighty Peace but the itinerary is limited to stops in Dunvegan and Peace River within the Zone.

4.14 Guide and Outfitter Services

Guide and outfitter services are important for tourists seeking hunting experiences in the Zone. A study undertaken by the Regional Business Development Branch of Alberta Tourism and Small Business in 1982 assesses the qualitative value of the guiding industry in the Peace River Region. The study found only three Class 'A' guides and 66 Class 'B' guides registered to operate in the Tourist Zone. Only one outfitter is operating in the Peace River Region. The study also notes that the Peace River Region is the largest open hunting area in the province and there are more than 8,000 hectares of hunting ground available per guide. The major markets for their services are from the U.S. and Europe. Many guides believe better game management is required for the guide industry to expand.

5

HERITAGE RESOURCES

SECTION FIVE

HERITAGE RESOURCES

This section presents an overview of heritage resources in the Zone. In preparing this section, an annotated bibliography was compiled (Appendix G) as a basis for preparation of the overview. An inventory of heritage resources was compiled from inventory forms of both the Historic Sites Service and the Archaeological Survey of Alberta. In addition, attractions such as museums and historic monuments were identified during research for all tourism attractions in the Zone. In order to identify the high priority heritage resources among the more than five hundred resources in the inventory, an evaluation system was devised (Appendix F). With the exception of the question of accessibility and ability of the resource to undergo interpretive development, all criteria in the evaluation system relate to the intrinsic cultural significance of the resource.

After discussing the overview of heritage resources and presenting the inventory of high priority resources and heritage attractions, this section concludes with a discussion of cultural themes that could serve as the basis for interpretive programs.

5.1 Overview of Heritage Resources

5.1.1 Prehistoric Period

Little is known about the prehistoric peoples of the study area. Most of the area was unsuitable for human habitation until the glacial ice retreated some 10,000 years ago. It would appear that the first people to come to the region were southern hunters who moved northward in search of large game such as moose, caribou and wood bison. Several millenia later, the regional climate warmed considerably and the increasing dryness encouraged the growth of vegetation much as exists today. Archaeologists speculate that this drying prompted prehistoric man to make more use of the foothills, the parkland belt, and the southern fringes of the boreal forest. It is known that some 5,000 to 6,000 years ago prehistoric man inhabited the Caribou Mountains on the eastern edge of the study area. As the climate cooled again, some 3,000 years ago, it would appear that people in the region formed closer ties with northern boreal forest peoples whose lifestyle was more adapted to the harsh demands of the local subarctic climate.

The lifestyle of these people remains elusive, since most of their daily clothing, shelters, and other material possessions were made of perishable materials like bone, horn, bark, and skins. To learn about them, archaeologists must examine such things as the locations and sizes of former habitation sites and the remains of stone tools and weapons and their means of manufacture. We do know prehistoric peoples followed a pattern involving the frequent movement of habitations in order to take advantage of the seasonal availability of plants, animals and fish; that their weapons and other tools were made from stone, bone, antler and wood; that they occasionally traded goods with distant peoples; and that the majority of their activities were centred on the rivers, lakes and uplands of the region.

On the eve of European expansion into the study area in the eighteenth century, the main native tribes were of the Athapascan language family, and included Chipewyans, Beavers, Sekanis, and Slaveys. Only the Cree, who had migrated westward to this area around the middle of the century and displaced the Slaveys and Beaver, were Algonkian speakers. All of these groups were well adapted to the demands of the environment. They were organized as small bands which were very effective for exploiting a forested region where wildlife populations fluctuated seasonally and sometimes cyclically. Big game animals such as moose, caribou, and bison were very important subsistence items, although smaller animals such as hare and beaver made significant contributions to the diet as well. Despite the harshness of the region, it is believed to have supported a population of several thousand just prior to European contact.

5.1.2 Fur Trading and Settlement

European traders first penetrated the Peace River area in the second last decade of the eighteenth century. Based at the western tip of Lake Athabasca, these representatives of the North West Company and the Hudson's Bay Company vied to capture the fur trade of the region through the establishment of many outposts, usually situated along the rivers. Alexander Mackenzie of the North West Company was among the most vigorous supporters of the region, which became known as the Athabasca District. Based at Fort Chipewyan, Mackenzie ordered a post built near Fort Vermilion in 1788, and in 1791 and 1792 he had his men establish two additional posts farther up the Peace River. The second of these was Fort Fork, where Mackenzie wintered before undertaking his famous voyage to the Pacific Ocean in 1793, when he became the first white man to cross the entire continent north of Mexico. These outposts usually served as provisioning posts for Fort Chipewyan which, while strategically located near the main northern waterways, lacked a sufficient variety of foodstuffs.

Throughout the 1790s and into the early years of the nineteenth century, the North West Company dominated the fur trade of the Athabasca District. Its traders established posts from Lake

Athabasca to Fort St. John in what is now British Columbia. Among these, the most important were Fort Vermilion and Dunvegan. They not only carried on a prosperous trade in furs, but also served as a critical link between the eastern and western extremities of the Company's expanding fur trade empire. As well, they continued to function as important provisioning posts. At one time, Dunvegan is said to have had forty-five residents, a very considerable fur trade post population.

By 1818, the Hudson's Bay Company had entered the Peace River country and was competing vigorously for the rich local fur trade. Rival forts sprang up along the Peace and by 1820 the relative positions of the companies had reversed across much of the fur trade network in the north west. Their differences were resolved through amalgamation in 1821, which left the rejuvenated Hudson's Bay Company with a trade monopoly. One result was a reduction in the number of posts, and many along the Peace were abandoned. Only Fort Vermilion and Dunvegan remained.

After 1821 fur trading operations ran much more smoothly under the strict direction of George Simpson. He was an extremely vigorous and demanding man who personally travelled thousands of kilometres each year to ensure efficient management of the Hudson's Bay Company's holdings. The strength of the post-1821 commercial system was such that the Hudson's Bay Company dominated the Peace River district and the entire north west until late in the century. Until that time, there were few other white people in the district.

Missionaries were the exception. Since 1840 representatives of several churches had visited the Peace River district. The first resident clergyman was Father Christophe Tissier of the Roman Catholic Church, who established a permanent mission at Dunvegan in

1866. The Anglicans had also been extremely active in the area, and established rival missions at Fort Vermilion and Dunvegan. It was, in part, due to the local religious rivalry that the Reverend J. Gough Brick came to the area in 1882. His religious responsibilities were extremely demanding, as the Catholics held sway over most of the local natives. In addition, his administrative district was very large. Perhaps because of this, Brick ultimately became better known for his agricultural successes. In 1888, he established a farm settlement at Shaftesbury Flats and encouraged the Indians to grow their own vegetables and grain. He also experimented with different types of grain to determine which grew best under local conditions. Contrary to the opinions of most people about the agricultural capacity of the Peace River country, Brick felt -- and was determined to prove -- that this was an extremely bountiful region. His work was instrumental in convincing others of that fact.

The results of Brick's work were not immediately apparent. It was difficult to convince non-residents that a northerly region like Peace River could be agriculturally productive. Two notable writers who passed through briefly in the last part of the century were characteristically negative. In 1893 William Ogilvie, a Dominion Lands surveyor, and H. Somers Somerset, an articulate British sportsman, offered separate but similar reports on the inaccessibility of the district and the inappropriateness of its climate for cereal production. These views tended to confirm the opinion already held by most outsiders. They therefore seemed to have a greater influence than the many positive assessments by other visitors, such as Malcolm McLeod, John Macoun and Charles Horetzky, who crossed the region while seeking a transcontinental railway route in 1872.

Aside from the missionaries and the established fur traders, there were only a few independent traders in the Peace River area. Some of these had entered the district after 1857 from the goldfields of northern British Columbia. Twelve-Foot Davis was one of these traders, a particularly interesting character who obtained his unusual name in the Cariboo goldfields, where he noticed that two claims exceeded their limits by twelve feet. He immediately staked the difference and went on to recover $15,000 in gold. As well, a few farm families took up land in the district. In 1886, the Lawrence family, led by Anglican minister Henry Lawrence, settled at Fort Vermilion. The example set by their extensive farming operations would later be held up regularly by the federal government as an indication of the tremendous farming potential of the district. But in the last two decades of the nineteenth century, their activities were the exception rather than the rule.

To all these early settlers of the Peace River country, the local natives were extremely important. While many continued in their traditional roles as trappers and provisioners, others abandoned the age-old barter economy for one based on wage employment. They worked as deck-hands on the new steamboats, as freighters operating small cart brigades between the distant settlements, as hired hands at the missions and the trading posts, and as guides to the increasingly common federal government expeditions that passed through while surveying or inventorying local resources. Without the assistance of the natives and Metis, regional development would unquestionably have been slowed.

5.1.3 Resource Extraction

General public interest in the potential of the Peace River district did not arise until the discovery of gold in the Yukon in 1896, which drew thousands of people north for the first time.

Prompted by completion of the railway to Edmonton in 1891, many of these goldseekers decided to take the much publicized overland route, believing its promoters who called it the shortest and best way to the distant Klondike. The Peace River became an integral part of one of the many branches of this overland route. Some of the travellers who chose to follow the Peace River returned, many because they had been defeated by the arduous trek before them and others simply because Peace River seemed a good place to settle and invest their earnings from the goldfields.

In addition, in 1893 oil and natural gas seepages had been discovered at Tar Island, which attracted considerable attention to the district, as an 1887 geological map seemed to indicate that this discovery was likely part of a huge reserve stretching all the way to Great Slave Lake. The interest generated by this find was intensified by improvements in local transportation. Until the 1880s, transportation in Peace River had been based on ancient Indian trails and the established fur trade canoe routes. Later supplemented by a few crude cart trails, these routes had served the district well as long as the population remained small and the level of land use low. The efforts of the Hudson's Bay Company and local Oblates to lower their expenses prompted the initiation of steamboat operations on the Peace. These vessels improved transportation to and from the district and general communications with the wider world. By 1908 regularly scheduled trips were offered and travellers had relatively easy access to all settled parts of the district.

5.1.4 Agriculture and Expansion

As the nineteenth century drew to a close, so did the agricultural frontier in almost all of Canada and the United States. The best lands had been taken up by farmers, and new immigrants were obliged to develop patent lands in heavily-wooded areas often strewn with rocks and sometimes covered in muskeg. Yet thousands upon thousands of Europeans wished to settle on the farmlands of North America. To them, the Peace River country was the last agricultural frontier.

The desire to settle in the Peace River country was epitomized by the proposal to develop 'Dunvegan City' just before World War One. The city was planned in anticipation of the Edmonton, Dunvegan and British Columbia Railway that began construction in 1912. Lots in the proposed city were sold for between $100 and $200 each to prospective residents from as far afield as Europe. The railway never did reach Dunvegan and the city never materialized. By 1950, most of the lots reverted to farmland.

Most of the pre-World War One emigrants to the Peace River country used the steamboats at some point in their journeys. They also depended on the boats for supplies from the south. Due to the distance from markets, many of the early settlers were unable to support themselves entirely by their mixed-farming operations. Most tried to supplement their incomes by freighting on the river, working in the local settlements, or selling excess produce to incoming settlers.

The arrival of the Central Canada Railway at Peace River Crossing in 1915 brought an influx of new settlers, some of whom were able to take advantage of the scientific discoveries of the Beaverlodge Experimental Station and the high grain prices resulting from the war to begin producing grain for export. The receipts from the enhanced production were used to buy goods and services in the local communities, which created the conditions needed for the development of a prosperous agricultural district. Demobilization in 1918 brought even more settlers to the area and though it was hard hit by the depression of 1921-5, its overall stability was not impaired. When prosperity returned in 1926 and farm expansion began again, there was general agreement about the great untapped potential of the Peace River district. All levels of government and private business combined to promote the settlement and development of the region.

Between 1926 and 1931, Peace River enjoyed great prosperity as the influx of people significantly increased the region's population and agricultural productivity. In addition, as the new settlers began to fill the empty spaces of the district, greater regional development became possible for the first time. Prior to this period of expansion, regional administration had been dependent on the actions of the distant federal and provincial governments. Basic services depended upon the initiative of the settlers. Doctors, nurses, and medical facilities were few in number. Outside of established communities, religious services were held about once a month by itinerant ministers. Social life was limited to visiting neighbours. Educational facilities were scarce. The expansion of the late 1920s saw the establishment of local government, which immediately took steps to modernize the district.

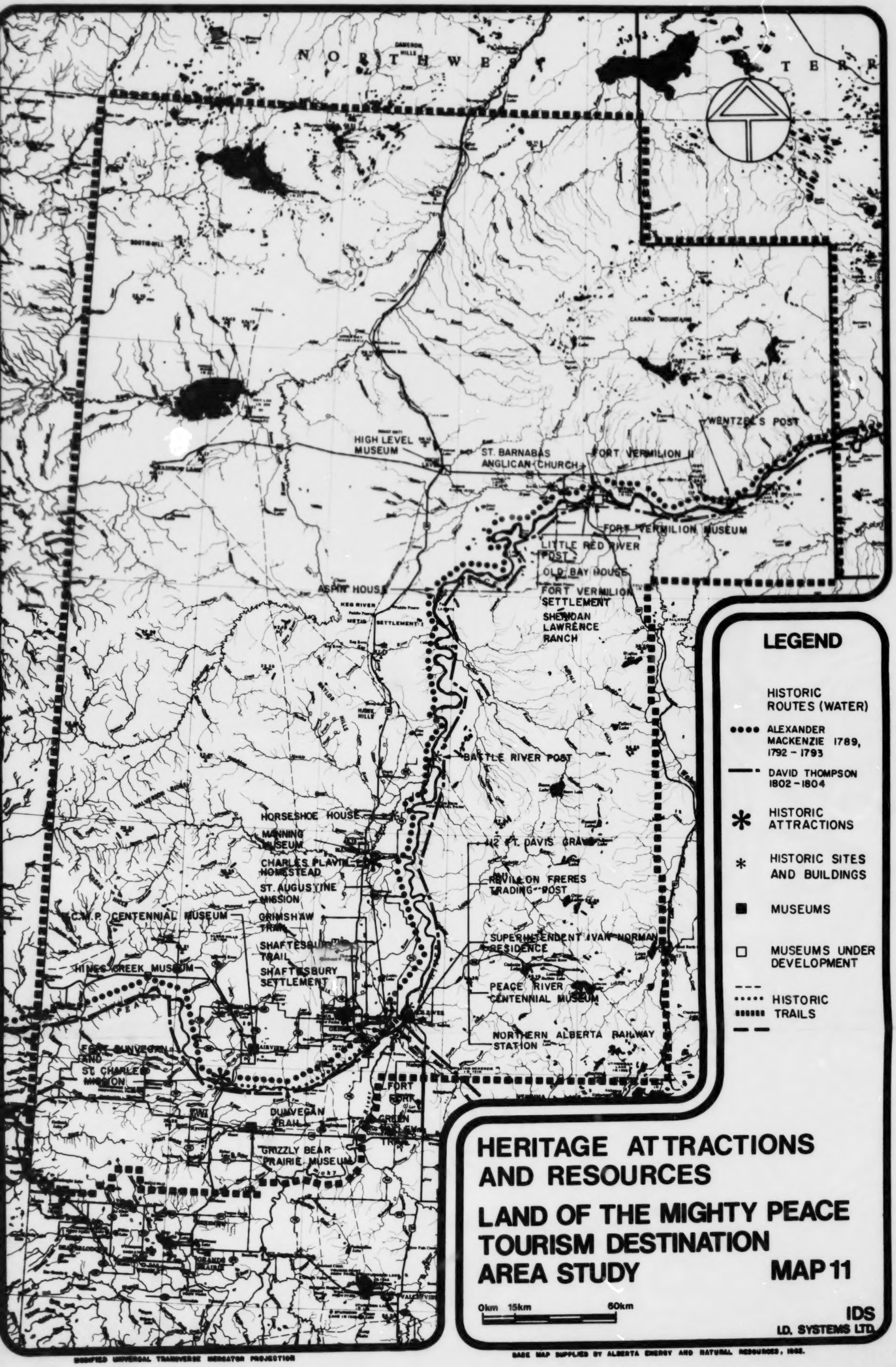
It would appear that the Great Depression did not affect the Peace River district to the same devastating degree that it did the southern prairies. While crop receipts certainly did drop off, the region escaped the terrible drought of 1936 and harvested a crop of quantity if not quality. Prices rose and the region experienced a small recovery. Similarly, in 1937 there were abundant reserves of winter moisture, and the ensuing dry weather of summer did not overly hinder crop production.

During World War II the Peace River country participated extensively in the CANOL project, designed to supply vital petroleum to the Allied forces through construction of an 800-kilometre pipeline from Norman Wells to Whitehorse. In order to ship men and equipment north, a 1,600-kilometre winter haul road was built between Peace River and Norman Wells, situated near the Arctic Circle. In addition, an all-weather road was constructed from Peace River to the Mackenzie River, down which many of the supplies were sent. This massive wartime effort, involving thousands of men and hundreds of tons of equipment at a cost of more than $135 million, resulted in the completion of the needed pipeline in just twenty months. It also left the Peace River country with a good road to the north.

The recovery brought on by the Second World War led to the growth of retail and community establishments to service a growing population which increasingly demanded more amenities. Construction of the Mackenzie Highway from Grimshaw to Hay River in 1949 decreased the isolation of the more northerly settlements and resulted in an influx of tourists and much additional transport truck travel. Both aided the local economy.

In the late 1950s and early 1960s, discovery of vast reserves of petroleum at Utikuma, Rainbow-Zama and Bistcho promised to inject new life into the local economy, which was then still dependent on agricultural production. Towns like High Level sprang up as service centres to the oil industry. Today, the Peace River oil fields account for about ten percent of the total provincial production. The oil sands that remain untapped may hold the promise of even greater benefits to the region.

Throughout its history, the Peace River country has been dependent upon the development of its rich resource base. In the course of two centuries, the resources have changed from furs to grain and


NORTHWE
TERR
HIGH LEVEL MUSEUM
ST. BARNABAS ANGLICAN CHURCH
FORT VERMILION II
WENTZEL'S POST
FORT VERMILION MUSEUM
LITTLE RED RIVER POST
OLD BAY HOUSE
FORT VERMILION SETTLEMENT
SHERIDAN LAWRENCE RANCH
ASPIN HOUSE
KEG RIVER
METIS SETTLEMENT
BATTLE RIVER POST
HORSESHOE HOUSE
MANNING MUSEUM
CHARLES PLAVIN HOMESTEAD
ST. AUGUSTINE MISSION
GRIMSHAW TRAIL
SHAFTESBURY TRAIL
SHAFTESBURY SETTLEMENT
C.W.P. CENTENNIAL MUSEUM
HINES CREEK MUSEUM
PEACE
FORT DUNVEGAN AND ST CHARLES MISSION
12 FT. DAVIS GRAVE
REVILLON FRERES TRADING POST
SUPERINTENDENT IVAN NORMAN RESIDENCE
PEACE RIVER CENTENNIAL MUSEUM
NORTHERN ALBERTA RAILWAY STATION
FORT FORK
GREEN VALLEY TRAIL
DUNVEGAN TRAIL
GRIZZLY BEAR PRAIRIE MUSEUM
LEGEND
HISTORIC ROUTES (WATER)
●●●● ALEXANDER MACKENZIE 1789, 1792 - 1793
—·— DAVID THOMPSON 1802 - 1804
* HISTORIC ATTRACTIONS
* HISTORIC SITES AND BUILDINGS
■ MUSEUMS
☐ MUSEUMS UNDER DEVELOPMENT
HISTORIC TRAILS
0km 15km 60km

HERITAGE ATTRACTIONS AND RESOURCES

LAND OF THE MIGHTY PEACE TOURISM DESTINATION AREA STUDY

MAP 11

IDS
I.D. SYSTEMS LTD.

MODIFIED UNIVERSAL TRANSVERSE MERCATOR PROJECTION

BASE MAP SUPPLIED BY ALBERTA ENERGY AND NATURAL RESOURCES, 1982.

petroleum. In each instance, Peace River has been on the edge of the last frontier of development.

5.2 Heritage Attractions and Resources

Appendix G includes a full description of the high priority heritage resources. The high priority heritage resources include:

- Northern Alberta Railways Station
- Little Red River Post
- Wentzel's Post
- Fort Vermilion II
- Fort Vermilion Settlement
- St Barnabas Anglican Church
- Aspin House
- Horse Shoe House
- Battle River Post
- Fort Fork
- Shaftesbury Settlement
- Charles Plavin Homestead
- Fort Dunvegan
- St. Charles Mission
- Revillon Freres Trading Post - Spirit River
- Sheridan Lawrence Ranch
- Superintendent Van Norman Residence
- Restoration House
- Revillon Freres Trading Post - Peace River
- Old Bay House

In addition to the high priority heritage resources, several heritage attractions including routes, museums and trails have been identified on Map 11. Heritage attractions in the Zone include:

- the Green Valley Trail in Peace River;
- the grave of 12 Foot Davis in Peace River;
- the Shaftesbury and Dunvegan Trails in the Peace River Valley;
- the Grimshaw Trail from the Town of Peace River to the Town of Grimshaw; and
- St. Augustine's Church, Fort McLeod Cairn and the Fort Fork and Alexander Mackenzie Cairn on the Shaftesbury Trail.

5.3 Thematic Analysis: Heritage Resources

Based on the regional overview of the Peace River district, a number of themes were identified that could serve as the basis for effective interpretive programs to be delivered to the touring public. These themes are:

(a) Prehistoric Themes

- seasonal migrations
- stone quarrying
- river corridors
- fishing
- habitation patterns
- technology
- trade

(b) Historic Themes

- fur trade
- transition from a nomadic economy
- settlement
- resource development
- transportation
- northern agriculture

It is apparent from the regional overview that some identified themes are more significant than others. In order to provide tourism planners with a better sense of development priorities with respect to local heritage resources, the themes are ranked in relation to regional significance. This priorization applies only to historic themes, insofar as those prehistoric themes which have been identified are all fundamentally important to an understanding of early man in the northern boreal forest.

6

HUMAN RESOURCES

SECTION SIX

HUMAN RESOURCES

The discussion of human resources is divided into two components:

(1) population trends and socio-demographic characteristics; and
(2) leisure trends and influences.

6.1 Population Trends and Socio-Demographic Characteristics

The Land of the Mighty Peace had a population of slightly more than 47,000 in 1982 (see Table 7). This was an increase of approximately 8.2% over the 1979 population of 43,462. In the period from 1976 to 1979 the population had also grown by 8.8%, while the increase over the five years between 1971 and 1976 was only 1.3%. The average annual population increase for the whole province between 1976 and 1981 was 4.3%.

In 1971, the average family size (4.35) in Census Division 12, which includes Zone 8, was substantially above the provincial average (3.73). By 1976, the average family size in C.D. 12 had dropped by 0.46 persons to 3.89, while the provincial average had fallen only 0.26 persons to 3.47. During the same period, the proportion of the population under the age of 15 had dropped 4% from 38.9% to 34.9%, while the 15 to 64 age group had increased from 54.5% of the total to 59%. At the same time, the number of persons over 65 dropped 0.5% to 6.1%. In Alberta as a whole, the number of children under 15 had dropped 4.2%, while the number of senior citizens increased 0.2% between 1971 and 1976.

Taken together, these figures indicate the study area has experienced substantial in-migration in recent years. Much of the

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TABLE 7

1979 AND 1982 POPULATIONS

	1979	1982
Towns and Villages		
Peace River	5,692	6,043
Fairview	3,027	2,869
High Level	2,043	2,354
Grimshaw	1,950	2,488
Manning	1,140	1,262
Spirit River	1,020	1,104
Rainbow Lake	806	739
Rycroft	538	649
Berwyn	521	632
Hines Creek	503	575
Nampa	352	334
Eaglesham	229	207
Wanham	233	266
Municipal Districts		
M.D. of Spirit River #133	857	891
M.D. of Peace #135	1,583	1,520
M.D. of Fairview #136	1,799	1,889
Improvement Districts		
I.D. #17 (portion of)	est. 1,012	est. 1,025
I.D. #19 (Eaglesham, Wanham)	1,816	1,757
I.D. #20 (Moonshine Lake Prov. Park)	2,667	3,000
I.D. #21 (Worsley)	2,648	2,936
I.D. #22 (Manning)	3,132	4,250
I.D. #23 (Rainbow Lake, Fort Vermilion)	5,857	5,837
Indian Reserves	4,037	4,416
Total Population of the Land of the Mighty Peace	43,462	47,043

Source: Municipal Services Branch,
Alberta Municipal Affairs

influx has been of persons in working age classes. This has been a common phenomenon in all of Alberta, and has been largely fueled by developments in the non-renewable resource industries. In the Land of the Mighty Peace, growth was also helped by further expansion of agricultural activity, both through the opening of new lands to settlement, and the more intensive use of those already occupied.

Growth appears to be especially strong in the Peace River - Manning area. The population of I.D. 22, which encompasses much of that area, grew by 35.7% between 1979 and 1982. Peace River's population increased 6.2%, Grimshaw grew by 27.8%, and Manning experienced growth of 10.7%. This is an area with petroleum, agricultural, and forestry resources, as well as providing access to more northerly areas. All those sectors experienced growth in the late-1970's and early 1980's.

Growth is not confined to that area though. Most of the municipalities in the Zone had significant population growth between 1979 and 1982. The only exception appeared to be the southeast corner of the study area, where the I.D. and several towns experienced small declines in population.

Taken together, the figures suggest that there is a reasonable-sized labor pool available in the Zone. However, it may be difficult to attract quality employees to the tourist industry, because of competition from the forestry, petroleum, and agricultural industries. The first two are traditionally well-paying industries, with an ability to pay wages considerably above the standard for most tourist operators. Agriculture does not generally pay high wages, and many operators seek off-farm employment. However, the busy periods for agriculture and tourism overlap, and the two industries will be in competition for seasonal labor.

Tourism would likely be able to recruit part-time and unskilled workers in larger centres. Any jobs created for students, senior citizens, and similar groups would likely be most welcome.

There may also be markets that can be fulfilled best by specialized groups. An obvious example is native handicrafts, which could be produced locally and marketed in a number of ways. In some locations, such as the Paddle River Settlement, there is direct access to Highway 35 and passing tourists. More remote settlements, such as Cadotte Lake, would have to arrange outlets in locations such as Peace River. While such operations would never be large, they do provide opportunities for native groups to benefit from tourism.

6.2 Leisure Trends and Influences

In the future the population of most of the western world will undergo major demographic changes. The number of children is expected to decrease substantially, while there will be large increases in the numbers of senior citizens. Most other adult age groups will also be proportionally larger. The largest age class for the foreseeable future will be the "baby-boom" group who are now between 24 and 34. It is probable that families will generally be smaller in future, with many parents having deferred having children until they are more than 30 years old.

The changes in population structure, combined with trends to increased leisure time and greater discretionary income will affect tourism. Changing employment patterns will also affect the types of vacations that people seek.

As the number of children decreases, the concentration of tourists in the school-holiday periods (summer, Christmas, spring break) is likely to decline. More shoulder and low season travel might be expected. With increased numbers of older people (55 and up) in the population, there will be increased demand for full-service holidays in which transportation, accommodation, meals, and guide services are all provided.

With increased leisure time and discretionary income, people can be expected to travel more often and to more locations. However, the current recession has caused a decline in travel and spending for pleasure.

There is also a trend to "use" holidays. Rather than simply enjoying themselves, many people are learning recreational skills during vacations or taking academic seminar courses. Visits to festivals, artistic events and the like will probably increase. Outdoor recreation is an area with strong growth potential.

Thus, tourist operators can expect more short duration visits from travellers originating from the nearby region. At the same time, more visitors are likely to come from farther afield and spend longer in the destination area. This is especially true if visitors have the opportunity to experience high quality events or explore unique features.

7

VISITOR CHARACTERISTICS AND TOURISM MARKETS

SECTION SEVEN

VISITOR CHARACTERISTICS AND TOURISM MARKETS

Visitor information on Land of the Mighty Peace was obtained from two sources. The Canadian Travel Survey, conducted over the entire twelve months of 1982, provided data on Alberta residents who stayed one or more nights and considered Zone 8 to be their main destination. The Alberta Travel Survey covered a period from May 15 through October 31, 1982, and categorizes the information on non-resident visitors according to the total number who visited the Zone at all during the survey period, the number who stayed overnight or longer, and the number with Land of the Mighty Peace as their main destination. The following is a profile of the visitors to Zone 8 in comparison with provincial averages and provides some interpretation of the results with regard to marketing implications and an awareness of the key tourism market sources.

7.1 Volume and Seasonality of Visitation

During 1982, only a very small proportion (0.5%) of all Albertans made Zone 8 their main destination and stayed overnight or longer. There were only 34,000 resident visitors to the Zone. In terms of visits per capita, Zone 8 is drawing at a rate that is one fourth the provincial average.

The estimated 198,000 non-residents (see Table 8) travelling in Zone 8 between May 15 and October 31 of 1982 represents about 9.4% of the 3.9 million non-resident visitors to Alberta during that time. Approximately half of these visitors stayed overnight or longer and 30.0% considered the Mighty Peace their main destination. Summer was the most popular season, accounting for 51.7% of the total visitation, with fall attracting another 35.4% and spring attracting only 12.9%

TABLE 8
NON-RESIDENT VISITORS TO ZONE 8

(000's)

Season	Visited At All	%	Overnight or Longer	%	Main Destination	%
Spring	26	12.9	11	10.7	9	15.2
Summer	102	51.7	58	57.6	29	48.9
Fall	70	35.4	32	31.7	21	35.9
Total	198	100.0	101	100.0	59	100.0

The visitation by non-residents to Zone 8 is extremely important to the Zone's tourism industry. It is important to note that for all of 1982 there were only an estimated 34,000 Alberta residents who stayed overnight or longer and considered Zone 8 to be their main destination, compared to the estimated 59,000 non-residents during the five and one-half month survey period of 1982.

The summer and fall seasons attract a very high percentage of the visitors. Efforts to generate more visits during winter would likely attract visitors primarily from local and regional markets. In terms of the seasonal volumes, however, it is suggested that the marketing emphasis be placed on attracting more summer and fall visitors and attempting to prolong their stay.

7.2 Demographic Profile

Alberta residents staying overnight or longer in Zone 8 were predominantly between the ages of 15-24, single, unemployed and not well educated. Comparably, averages for the Province indicated most visitors were between the ages of 20-54, married, better educated and had a much lower unemployment rate. It would appear that a high number of young adults comprises the majority of the resident travel market in Zone 8, possibly being students and entry-level members of the work force. This market is not considered to be significant to the tourism industry in the Land of the Mighty Peace because their demands and propensity to purchase goods and services is quite low.

Non-resident visitor parties predominantly had two to four members in the household, children over the age of six, household incomes over $25,000 per annum and the chief wage earners had reasonable to high levels of education. The major occupation categories of the chief wage earners included professional/managerial and labourer/industrial worker/blue-collar while retired visitors constituted the largest percentage, almost one third of the total visitor parties. The non-resident visitor parties tend to consist of couples and family-oriented households who have substantial disposable incomes and require accommodation, food services and automotive services. Because the majority of these visitors are on vacation, they are also interested in recreation and entertainment. The availability of comprehensive information guides to provide background on the Zone's services, attractions, history and unique features becomes an important tool for informing visitors of the services available to them while exploring the country. Offering recreation services such as equipment rentals and short day tours, at reasonable rates during the prime summer season, would provide more opportunities for visitors to participate and get to know the area better.

The Land of the Mighty Peace receives 79.3% of its total non-resident visitors from Canada, 16.2% from the U.S. and 4.6% from other countries. Table 9 illustrates the key provinces and states where these visitors originate in comparison with Alberta averages.

TABLE 9
VISITOR ORIGIN

	% of Total Visitor Parties	
	Alberta	Mighty Peace
Total Canada	71.5	79.3
B.C.	31.4	36.4
Saskatchewan	17.6	7.2
Manitoba	7.7	2.6
Ontario	8.7	5.3
Yukon	0.3	3.1
N.W.T.	1.6	21.4
Total U.S.A.	22.5	16.2
Washington	2.0	2.7
California	3.9	5.1
Florida	0.7	1.4

British Columbia and the Northwest Territories are currently the two largest non-resident market sources for Zone 8. Efforts could be directed towards increasing the length of stay and numbers of visitors from these areas through an increased marketing emphasis directed specifically at those markets.

Visitors from the United States are generally passing through the Zone, bound for the Northwest Territories, the Yukon and Alaska. Providing literature on Zone 8 to the tourist bureaus in those key states, to be made available upon request to prospective visitors planning or considering a trip north, is one suggestion which may assist in creating interest in the Zone by visitors from those areas.

7.3 Length of Stay

The average duration of trip for all non-resident visitor parties in Zone 8 was 11.14 days. For those parties staying overnight or longer in the Zone the average was 13.89 days. The provincial average for all visitor parties was 6.11 days. Table 10 indicates the percentages of a few selected categories as examples of the most frequent lengths of time spent by non-resident visitors.

TABLE 10

LENGTH OF STAY

No. of Nights Spent in Zone 8	% of Parties Staying Overnight or Longer
20-29	24.6%
1	13.8%
7	11.8%
3	9.6%
2	8.2%
5	7.2%
11-14	6.9%
4	5.9%

The distance to Zone 8 from most areas other than local or regional markets prohibits attracting non-resident day-use or overnight stays of one night other than for traffic passing through the Zone. As an example, 43.3% of the visitors staying overnight or longer remained a minimum of seven days. Approximately 25% of those remaining overnight or longer stayed in Zone 8 for three to four weeks. Promotional efforts could capitalize on this feature and attempt to attract visitors on destination-oriented trips to northern Alberta.

7.4 Primary Destination Within Alberta

Many travellers spent one or more nights in Zone 8, but had other areas as their main destination. Table 11 indicates those other zones which displayed the highest relationship with Zone 8.

TABLE 11
PERCENTAGE OF NON-RESIDENT VISITORS TO ZONE 8 WITH OTHER ZONES AS MAIN DESTINATION

Main Destination	Visited At All	Overnight or Longer
Banff	5.4%	17.8%
Edmonton	13.9%	7.1%
Calgary and District	3.1%	2.5%
Jasper	2.1%	1.6%
Land of the Midnight Twilight	5.0%	1.3%
Battle River Country	2.2%	1.3%

Of all overnight visitors to Zone 8, 17.8% had Banff and 7.1% had Edmonton as their main destinations. The other main destinations have been shown to indicate the relatively low frequency for the next highest zones. It becomes evident that Banff and Edmonton are the two strongest linkages with Zone 8.

7.5 Trip Purpose and Activity Participation

Table 12 indicates that the primary trip purpose for just under half of the total non-resident visitors is a vacation in Zone 8 and just over one-third are conducting personal or family affairs.

TABLE 12

PRIMARY PURPOSE OF TRIP

	% of Total Visits
Vacation	47.5%
Personal or Family Affairs	34.1%
Other business (Visiting friends or relatives)	6.9%
Commuting to Work	5.5%
Personal Business (Shopping, dentist, etc.)	5.2%
Attending Special Meeting	0.2%
Passing Through	0.6%

The orientation toward vacation trips in the Land of the Mighty Peace is a good indication of the need to provide quality tourism services, information and facilities to meet the demands of the public. It is important to create interest in the unique features the Zone has to offer, but equally important to provide the necessary services to facilitate a positive trip experience.

Further to the identification of the major trip purpose, Table 13 lists the activities most frequently engaged in by non-resident visitors in Zone 8.

TABLE 13
ALL ACTIVITIES PARTICIPATED IN WHILE IN ZONE 8

	% of Total Non-Resident Visitors
Visited Friends or Relatives	61.4%
Sightseeing By Car	58.5%
Relaxing and Resting	42.3%
Shopping	39.0%
Camping in a Campground	33.0%
Photography	32.6%
Visiting Museums/Historical Displays/ Reconstruction Sites	29.5%
Personal or Family Affairs	26.6%
Other Business	25.9%
Picnicking/Cookouts	25.0%
Swimming	18.7%
Fishing	15.3%

Some implications which arise from the list of preferred activities include developing auto tour guides to point out significant landmarks and to interpret the history and development of the region; provide clean and well-maintained campgrounds and roadside pull-offs with picnic tables and stoves; and provide good access roads to the fishing spots. Additionally, with the highest participation indicated as visiting friends and relatives, an opportunity exists to encourage more in-zone events such as winter carnivals, fishing derbies and farmers markets. The development of such events can be a significant catalyst to nurture local and regional travel.

The transportation modes for the residents (Table 14) and non-residents (Table 15) indicate very high use of private vehicles. The proportionate use of bus transportation by Albertans appears to be higher in Zone 8 than provincial averages, however this may be due to the high incidence of young adults travelling in the Zone who do not have their own vehicle.

TABLE 14
MODE OF TRANSPORTATION BY TOURISTS RESIDENT IN ALBERTA

	Alberta	Mighty Peace
Auto	93.4%	79.4%
Bus	3.9%	14.7%
Rail	0.1%	-
Air	1.7%	2.9%
Other	0.7%	5.9%
Not Stated	0.1%	-

There is a greater proportion of recreation vehicles used by non-residents visiting Zone 8 compared to provincial averages as shown in Table 15. Overall, there is also a greater proportionate use of private vehicles compared to air transportation in Zone 8.

TABLE 15
MODE OF TRANSPORTATION BY NON-RESIDENTS

	Alberta	Mighty Peace
Total Private Vehicle	65.1%	77.9%
Car	38.4%	31.2%
Station Wagon	2.4%	2.2%
Truck	7.0%	20.2%
Truck Camper	4.1%	7.1%
Van	6.7%	9.3%
Motorhome	2.9%	4.0%
Tent Trailer	0.9%	0.4%
Travel Trailer	2.2%	3.5%
Motorcycles	0.5%	-
Total Air	26.6%	14.6%
Regular Airline	25.6%	12.7%
Chartered Airline	0.8%	1.9%
Bus	5.4%	7.5%
Train	1.3%	-
Motorcoach Tour	1.3%	-

These findings emphasize the need for campgrounds which can accommodate recreation vehicles and services such as dumping stations and repair facilities which can service these units.

7.6 Expenditures

All non-resident visitors to Zone 8 spent an average of $429.58 in Alberta, not necessarily in Zone 8. Visitors who included Zone 8 in their travels spent considerably more than the provincial average of $314.24. This can be accounted for by the higher costs for automotive oil and gas, groceries and beverages purchased in stores, and all other goods and services, as indicated in Table 16.

TABLE 16
TRAVEL EXPENDITURES

Category	Alberta (Overnight or Longer)	Mighty Peace
Meals and Refreshments Bought in Restaurants and Hotels	25.1%	21.8%
Groceries and Beverages Bought in Store	6.2%	12.8%
Lodging	24.5%	5.6%
Automobile Oil and Gas	15.8%	26.9%
Automotible Maintenance and Repair	2.1%	5.7%
Non-Auto Transportation	2.7%	2.8%
Recreation and Entertainment	8.9%	9.2%
All Other Goods and Services	14.7%	15.2%
	100.0%	100.0%

The average expenditure per persor staying overnight or longer in Zone 8 was approximately $350.32. This was about triple the provincial average of $122.14 per person. In addition to higher costs for goods and services, this may be the result of a longer average trip duration, that being 11.14 days in Zone 8 compared to the provincial average of 6.11. There appears to be some evidence for this in that the average amount spent per night by all visitor parties who travelled into Zone 8 was lower, at $38.15, than the Provincial average of $51.57.

In addition to distance, another factor that is an obstable to developing tourism in Zone 8 is the fact that it is more expensive to visit this part of the province. However, part of the attraction and appeal of the area is the remoteness and its location next to the Northwest Territories. Projecting the image of an area with a wealth of historical and natural resources to be discovered can help to stimulate excitement and create an interest in making a trip north. Essentially, the rewards and satisfaction of such a trip should be emphasized to help overcome resistance to distance and cost factors.

7.7 Tourism Markets

Based on an interpretation of the visitor characteristics and considering general trends in recreation and leisure behavior of Albertans, the following descriptions of tourism markets for the Land of the Mighty Peace have been developed. There are four tourism markets:

- local;
- regional;
- provincial/national; and,
- international.

Local: Most of the Zone's population live in a rural setting. They participate in outdoor recreation activities and constitute a large percentage of the market. However, they do not need to purchase most tourist services such as guide services and hotels to engage in their activities. Most of the Zone's residents are accustomed to travelling great distances to obtain goods and services. It is not unusual for them to travel 50 to 100 km to purchase groceries and basic household items.

Regional: Visitors from adjacent jurisdictions and communities constitute the next largest market for tourism services and facilities in the Zone. Many of these visitors are just passing through the Zone on their way to other destinations such as Edmonton, Grande Prairie, Wood Buffalo National Park, British Columbia and the Northwest Territories. This significant level of travel through the Zone presents an opportunity to offer attractive services and facilities which may encourage tourists to stop and engage in some activities, eat at a restaurant and stay overnight. The regional market includes visitors from other northern Alberta tourist zones, the Peace River Alaska Highway District in British Columbia and the Big River Country Tourist Zone in the Northwest Territories.

Provincial/National: Due to the size of the Zone and its proximity to intra-provincial markets, the third largest market for the Zone is a combination of provincial and national markets. Southern Alberta would be the provincial segment of this market. The major national markets include visitors from British Columbia, the Yukon, Saskatchewan, the Northwest Territories, and Ontario.

International: The Land of the Mighty Peace has a sizable number of international visitors travelling through the Zone to experience outdoor recreation and adventure in northern Canada and Alaska. Although this is the smallest market, it has good potential to increase substantially. International visitors also generally require more services than the other markets.

In summary, the regional market has the greatest potential for increase as a percentage of the total market due to the improvement of transportation routes to the Northwest Territories and British Columbia. The international market has the next largest potential for growth since residents of many foreign countries are becoming increasingly aware of Canada's northern wilderness and want to explore it. The Mackenzie Highway is one of the major routes into the north.

In absolute numbers, the local market likely will have the largest growth due to proximity and their high propensity to travel to and between communities and attractions within the Zone.

7.8 Recreation Markets

Outdoor recreation opportunities have been identified as a major attraction for tourists in the Land of the Mighty Peace. The demand for outdoor recreation activities deserves examination to understand the markets for these activities. The information available for this analysis is limited to information on recreation by Albertans gathered through the "1981 Public Opinion Survey on Recreation" conducted by Alberta Recreation and Parks. However, the results of this survey appear to have some general application to planning for tourism development in the Zone.

The most popular recreation activities of Albertans, desired recreation activities and expenditures on recreation are the most pertinent results for discussion in this study.

7.8.1 Recreation Activities of Albertans

The most popular recreation activities of Albertans were visiting friends, watching T.V., listening to the radio, dining out, driving for pleasure and playing board games. Generally, activities requiring special skills, equipment or facilities such as downhill skiing, golf and backpacking had lower rates of participation. Activities involving organized teams or groups ranked lower than activities oriented towards individual participation.

7.8.2 Desired Activities

Table 17 presents activity classes and ranking for recreation activities that Albertans would like to participate in regularly but do not presently participate in for one reason or another such as lack of skill or equipment. Of importance to this study is the high ranking of non-mechanized outdoor recreation activities which includes backpacking and canoeing. However, resource-based and/or mechanized outdoor recreation which includes fishing and hunting ranked only fifth.

The main non-personal barriers to recreation identified by the respondents include, in rank-order, overcrowding of existing facilities or areas, lack of a close opportunity, price of recreation equipment, admission fees and user charges and lack of awareness of where to participate in an activity. When these barriers are reviewed in relation to the situation in the Zone, many opportunities are presented which may prove to be attractive to Albertans.

7.8.3 Expenditures on Recreation

The highest expenditures on recreation were for camping, downhill skiing, mechanized outdoor recreation, hunting and fishing activities. For all favorite activities, the average expenditure breakdown was as follows: travel (31%); equipment (31%); meals, accommodations, etc. (23%); and fees (15%). Income was found to be a significant factor in spending. However, other factors such as age, sex, family size and education were not found to influence leisure spending.

TABLE 17
DESIRED RECREATION ACTIVITIES
CLASSIFICATION

Activity Class	Rank
Exercise-oriented (eg. archery, badminton, bicycling, calisthenics, body-building)	1
Racquetball/Handball	2
Non-mechanized Outdoor Recreation (eg. backpacking, canoeing, cross-country skiing, sailing)	3
Team Sports (eg. baseball, basketball, football, soccer)	4
Resource-based and/or Mechanized Outdoor Recreation (eg. boating, fishing, hunting, water-skiing)	5
Tennis	6
Downhill Skiing	7
Creative-Cultural, Social and Passive (eg. attending classes, dancing, reading, gardening, cards)	8
Golf	9

Source: "A Look at Leisure", No. 5. Results of the 1981 Public Opinion Survey on Recreation conducted by Alberta Recreation and Parks, Recreation Development Division.

7.8.4 Summary of Recreation Markets

- Driving for pleasure, visiting museums, camping and picnicking for which resources and facilities are available in the Zone are in the top 15 most popular recreation activities of Albertans. Fishing and hunting ranked 23rd and 39th, respectively.

- Albertans indicated a strong preference for participating in camping, hunting and fishing. However, there are many barriers to participation such as lack of nearby places to participate, price of recreation equipment, and lack of awareness of where to participate.

- Generally, expenditures for participation in outdoor recreation activities were the highest in comparison to all other activity groups.

APPENDIX

APPENDIX A

TERMS AND DEFINITIONS

APPENDIX A

TERMS AND DEFINITIONS

Several terms require definitions to ensure common understanding of the report.

Tourism

Tourism is the actual travelling, as well as the activities participated in and services used, by any individual beyond a 80 km (50 mile) radius from home for the purpose of personal enjoyment. This includes both Albertans and non-residents. It is recognized that elements of tourism are often involved when people travel for business purposes.

Tourist

A tourist is any person travelling in excess of 80 km (50 mile) from his/her home, on a trip for which at least one purpose is personal enjoyment.

Tourism Development Opportunity

An opportunity to develop a natural, man-made or heritage resource for the purpose of tourism in the Zone. Development could occur as a result of the addition or improvement of an operation or service; the addition or improvement of a program; and an addition, construction or improvement of a facility. The opportunity may have proven to be feasible on the basis of the assessments conducted in this study. In most cases, detailed feasibility assessments are recommended prior to implementation.

APPENDIX A
TERMS AND DEFINITIONS (CONTINUED)

Tourism Destination Area

A tourism destination area is a distinct geographical area containing one or more tourism opportunities which could be integrated into a network of supporting facilities, attractions and events. One or more of the area's dominant historical, cultural or natural themes should be reflected in developments and programs. The developments and programs may be oriented to one or more of the following activities: recreation; sight-seeing; shopping; accommodation and food services; attending events; visiting natural, cultural or historic sites; general touring and so on. The developments and programs may also be oriented to one or more seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

Tourism Development Area

An area of several tourism development opportunities normally concentrated around communities and possessing resources with the capability to sustain a concentration of physical and program developments. The tourism development opportunities have the potential to be combined or coordinated to serve or attract a greater number of tourists than each development could attract separately or independently.

Fixed-Roof Accommodation

Buildings designed primarily as overnight accommodations for travellers including hotels, motels, inns, motor inns, lodges and cabins.

APPENDIX A

TERMS AND DEFINITIONS (CONTINUED)

Facility

A facility is a development whose primary purpose is to offer a particular service or recreational activity opportunity to the tourist. Service facilities may include accommodation, food, beverage or automotive services, while recreation facilities can range from ski developments to tennis courts, from a marina to an information centre.

Attraction

An attraction is a physical feature of interest or significance which can either be natural or man-made. There may or may not be facilities constructed in conjunction with it to increase the enjoyment by visitors. The attraction can be of international, national, provincial, regional or local significance depending upon degree of market appeal. Fort Fork-Alexander Mackenzie Cairn, Dunvegan, Peace River and Valley, and the 12 Foot Davis gravesite are examples in Zone 8.

Event

An event is a transitory man-made occurrence, celebration or activity of considerable interest and notability that is usually (but not always) held on a regular basis, eg. rodeo, baseball tournament, ski race. It can be of international, national, provincial or local significance depending on the markets that are attracted. The World Championship Irish Pig Race, Fort Vermilion Rodeo and Smoky River Jet Boat Race are examples in Zone 8.

APPENDIX A

TERMS AND DEFINITIONS (CONTINUED)

Service Centre

A community or stopping place along a road or trail providing services to users. Gasoline, food, accommodation and information are services most often sought by tourists at service centres.

Provincial Travel Corridor

A road, trail or other transportation route or facility such as a highway crossing the Zone and serving as a major traffic artery between communities or attractions for the transportation of goods or people. One or more of the communities or attractions may be located outside of the Zone. The Mackenzie Highway (Highway 35) and the Northern Woods and Water Route (Highway 49) are examples of Provincial Travel Corridors in the Land of the Mighty Peace.

Regional Travel Corridor

A road, trail or other transportation route or facility such as a railway line connecting communities or attractions within the Zone and serving as a major traffic artery between communities, or attractions for the transportation of goods or people. Highways 58 and 67 connecting Rainbow Lake, High Level and Fort Vermilion is an example of a Regional Travel Corridor in Zone 8.

Historic/Recreation Waterways

Rivers or streams that:

(a) played a role in the exploration, trade and settlement of the area, are navigable and have capability for historic interpretive programs; or

APPENDIX A

TERMS AND DEFINITIONS (CONTINUED)

(b) have a capability to facilitate a variety of water-based recreational activities; or

(c) both (a) and (b).

The Peace River is an example of an historic and recreation waterway.

Historic Corridor

A river or lake route, or overland trail that played a significant role in the exploration, trade and settlement of the province. Water routes are navigable by non-motorized and/or motorized pleasure craft and have inherent capability for historic interpretation and associated recreational activitites. Trails may be accessible by foot, horseback, wagon or vehicle.

Scenic/Historic Route

A paved or unpaved route that brings the traveller into contact with landscapes, natural and cultural features, historic sites or monuments of significance to the heritage of the province or the region.

Heritage Resources

Historic sites, areas, cairns, points-of-interest, museums, archives, books and spoken words presenting the persons, places and events of the past. The Peace River Centennial Museum and the St. Charles Mission at Dunvegan are examples of heritage resources in the Land of the Mighty Peace.

APPENDIX B

LIST OF CONTACTS

APPENDIX B

CONTACT LIST - LAND OF THE MIGHTY PEACE

ALBERTA AND FEDERAL GOVERNMENTS, MUNICIPALITIES, IMPROVEMENT DISTRICTS, PLANNING COMMISSIONS

Completion of this study would not have been possible without the assistance and cooperation of many people. The people listed below are employed or represent various public agencies. They gladly provided information to us, and their assistance is acknowledged.

BELTRANO, Linda	Northern Development Branch, Alberta Tourism and Small Business
BENTLEY, J.R.	N.W.T. Highways Division
BISSEL, John	Metis Development Branch
BLACK, Rodger	Alberta Transportation
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BRADLEY, Noah	Alberta Forest Service
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CLARKE, John	Northwestern Regional Economic Development Council
COLGAN, Brian	Alberta Agriculture
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DALE, Brenda	Alberta Recreation & Parks
DONAHUE, Paul	Alberta Culture
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ELLIS, Barry	Town of Peace River
ENFIELD, Harold	Alberta Energy & Natural Resources
GAYTON, Greg	Village of Berwyn
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GOODHOPE, Larry,	Municipal District #135
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CONTACT LIST (CONTINUED)

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LACEY, Cliff	Alberta Recreation & Parks
LANGLEY, Shannon	Alberta Forest Service
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MAY, Gord	Alberta Recreation & Parks
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NORSTROM, Wayne	Alberta Fish & Wildlife Division
PERRATON, Dave	Alberta Recreation & Parks
PORTER, Nick	Alberta Transportation
REID, Elaine	Town of Spirit River
ROLLING, Jill	Village of Nampa
RONDEAU, Rod	Town of Grimshaw
ROYCROFT, Rob	Mackenzie Regional Planning Commission
ROSS, Dr.John	Alberta Recreation & Parks
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CONTACT LIST (CONTINUED)

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TAYLOR, Jim	Alberta Forest Service
THOMAS, Jerry	Mackenzie Regional Planning Commission
THOMPSON, David	Alberta Municipal Affairs
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WALTERS, Robert	Town of High Level
YURCHAK, Carl	Alberta Public Works

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CONTACT LIST (CONTINUED)

ASSOCIATIONS, SOCIETIES, COMMUNITY ORGANIZATIONS

Representatives from a number of organizations provided valuable assistance on this study. We thank them for their cooperation.

BROWN, Gordon	Land of the Mighty Peace Tourist Association
CHRYSLER, Lorna	Metis Association of Alberta
COOK, Murray	Peace River Centennial Museum
CUELL, Walt	Land of the Mighty Peace Tourist Association
FERGUSON, Lorna	Fort Vermilion Historical Society
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NICHOLSON, Harold	Dunvegan Historical Society
NOOSKEY, Rita	Federation of Metis Settlements
PHILLIPS, Dave	Land of the Midnight Twilight Tourist Association
REYNOLDS, Bert	Fairview Kinsmen
SABO, Roger	Federation of Metis Settlements
SEREDA, Jack	Land of the Mighty Peace Tourist Association
WEISENGRUBER, Jack	Peace-Liard Regional District, B.C.
WILSON, Burt	Big River Travel Association, N.W.T.

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CONTACT LIST (CONTINUED)

ATTRACTIONS, CAMPGROUNDS, ACCOMMODATIONS AND SERVICES

The managers and staff of several facilities and services operating in the Zone provided us with valuable information and suggestions. Their help was greatly appreciated.

BOOMER, Jim	Golf Club	Fairview
CRAWFORD, Mr. & Mrs.	Boat Cruise	Peace River
DAWSON, Bud	Ski Club	Peace River
DIDOW, Ken	Golf Club	Spirit River
DMYTERKO, Peter	Motel	Fairview
EEKS, Denise	Bed & Breakfast	Fort Vermilion
FULKS, Dick	Motel/Restaurant	Peace River
HAGAN, Henry	Motel/Restaurant	Grimshaw
LAVOIE, Marie	Weavers Centre	St. Isidore
LAZORUK, Tom	Service Centre	Rycroft
LINDSAY, Ruth	Treasury Branch	High Level
McFADDEN, Garry	Pacific Western Airlines	Peace River
MITCHELL, Joanne	Craft Shop	High Level
MORAY, Robert	Motel	Peace River
NAME Unknown	Lions Club Campground	Peace River
NAME Unknown	Margaret Lake Lodge	Margaret Lake
NELSON, Patti	Holidays by Majestic Tours Ltd.	Edmonton
NICKOCHUK, Vic	Motel/Restaurant	Nampa
POIRIER, Cecile	Campground	Jean Cote
REID, Gordon	Grocery Store	High Level
RILEY, Laurie	Pacific Western Airlines	Edmonton
ROTH, Rod	Motel Operator/Outfitter	Twin Lakes
SCHIEBER, Margaret	Weibe Tours Ltd.	Edmonton
SMITH, Andy	Peace Air	Peace River
SMART, Sabina	Chieftan Tours	Mississauga
SZIGETI, John	Funtours International Ltd.	Edmonton
TOVELL, Ken	Shell In-Situ Plant	Three Creeks
WATKINS, Ralph	Good Will Tours, Inc.	Erie, Kansas
WEIBE, Brian	Weibe Tours Ltd.	Edmonton

APPENDIX C

ORDER OF MAGNITUDE COST ESTIMATES

APPENDIX C

ORDER OF MAGNITUDE COST ESTIMATES

This appendix presents order of magnitude cost estimates for the development opportunities discussed in Section Two. These costs should be considered preliminary in nature and subject to detailed analysis in later phases of the Tourism Destination Area Planning Process. Along with a cost estimate for each development or program, an implementation time frame is suggested. Possible investors and operators also are identified.

ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation			Possible Investors/Operators
			1-2 yrs	3-5 yrs	>5 yrs	
Outdoor Adventure Opportunities						
- hunting and fishing maps and promotions	13-14	$10,000 to $30,000	*			- tourist association
- guide and outfitter services brochures and promotions	13-14	$10,000 to $30,000	*			- tourist association - guides and outfitters
- boat launches at Dunvegan, Notikewin Provincial Park, Fort Vermilion, and Peace River	14-15	$40,000 to $60,000	*			- provincial governments - municipalities
- marina on Peace River at Town of Peace River	14-15	$50,000 to $100,000		*		- joint venture between private operator, municipality and Province
Mackenzie Highway						
- auto tour exploration and circle tour guides	15-16	$10,000 to $100,000	*			- tourist association - business establishments along highway - provincial government
- interpretive signage at 3 or 4 pull-offs	15-17	$10,000 to $20,000	*	*		- tourist association - provincial government

ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation			Possible Investors/Operators
			1-2 yrs	3-5 yrs	>5 yrs	
- sanitary dump stations in Twin Lakes, High Level and Indian Cabins	17	$10,000 to $20,000	*	*		- provincial government - municipalities - private establishments
- tourist information services at N.W.T./Alberta border	17	$10,000 to $30,000 per annum		*		- tourist association or provincial government in cooperation with the government of the Northwest Territories
- tourist information centre in High Level	17	$50,000 to $100,000				- service clubs - private establishments - municipality - tourist association
Travel Corridors						
- circle tours - research and initial publication of brochures	18-19	$10,000 to $20,000	*			- tourist association in cooperation with tourist associations in adjacent areas
- signage of circle tours	18-19	$10,000 to $15,000	*			- tourist association - private business establishments - provincial government

ORDER OF MAGNITUDE COST
ESTIMATES
(1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation			Possible Investors/Operators
			1-2 yrs	3-5 yrs	>5 yrs	
Accommodations						
- farm vacation operations organization, promotion and coordination	19	$10,000 to $20,000		*		- tourist association - private operators - provincial government
Parks and Campgrounds						
- Campground development, trail and day-use area improvements on east shore of Hutch Lake	19-20	$100,000 to $150,000	*	*		- provincial government
- dam, boat launch, beach, day-use area and other developments proposed in Preliminary Planning Study on Hutch Lake Development	19-20	$1,000,000 to $1,500,000			*	- provincial government
- Peace River Regional Park Developments - Stage I according to Concept Plan	20	$1,500,000 to $2,400,000			*	- provincial government - private entrepreneurs - municipality

ORDER OF MAGNITUDE COST
ESTIMATES
(1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation 1-2 yrs	Implementation 3-5 yrs	Implementation >5 yrs	Possible Investors/Operators
Notikewin Provincial Park - day-use area development - improvements to road down river valley bank - trail development	21	$500,000 to $700,000	*	*		- provincial government
Dunvegan - 15 unit expansion to campground - expansion of day use area	21	$100,000 to $125,000	*	*		- provincial government
Campground Improvements throughout the Zone - landscaping - furnishings - buildings - roads - power servicing	21-22	$400,000 to $600,000	*	*		- municipalities - service clubs - private entrepreneurs - provincial government
Industrial Tours - research and development for industrial tours in agriculture, oil and gas and forestry	22	$10,000 to $30,000		*		- tourist association - industries - local servicing and supply businesses

ORDER OF MAGNITUDE COST
ESTIMATES
(1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation 1-2 yrs	Implementation 3-5 yrs	Implementation >5 yrs	Possible Investors/Operators
Opportunities for Indian and Metis People						
- development of a cooperative for marketing and distribution of native arts and crafts excluding building space if required	22-23	$20,000 to $40,000	*	*		- Indian and Metis Association - Indian Bands - Metis - BANAC - federal government
- coordination and promotion of guide and outfitter services	23	$10,000 to $15,000	*			- Indian Bands - Metis Settlement - BANAC - federal government
Peace River-Spirit River Tourism Development Area						
- trail systems in Peace River Valley with rest areas, parking lots, signage, pit toilets and water supply - 100-120 km of trails	23,25	$1,000,000 to $1,200,000		*	*	- municipalities - foundation/society - service clubs - provincial government assistance - naturalist or hiking club

ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation			Possible Investors/Operators
			1-2 yrs	3-5 yrs	>5 yrs	
- 12 Foot Davis signage, trail and site improvements, and road improvements	25	$75,000 to $300,000	*	*	*	- municipality/ provincial government - service clubs - foundation/society
- Green Valley Nature Trail trailhead improvements with parking area, toilets, water supply, signage, trail improvements, and possible extension of trails into regional trail system	25-26	$200,000 to $300,000	*	*	*	- service clubs - municipality - naturalist or hiking club
Sagitawa Lookout on Judah Hill - signage - minor site improvements	26	$5,000 to $10,000		*		- municipality/ provincial government
Historic Resources - development of Dunvegan site according to Alberta Culture Master Plan	26	$500,000 plus	*	*	*	- provincial government

ORDER OF MAGNITUDE COST ESTIMATES (1983 Dollars)

Development or Program	Text Page Reference	Cost Estimate	Implementation 1-2 yrs	Implementation 3-5 yrs	Implementation >5 yrs	Possible Investors/Operators
- historic resources interpretive guide to area	26-27	$30,000 to $40,000	*			- foundation/society - provincial government - service clubs
- joint museums marketing program	27	$10,000 to $15,000	*	*		- museum operators - tourist association
Rainbow Lake-Fort Vermilion Tourist Development Area						
- Fort Vermilion museum development	28	$50,000 to $500,000	*	*		- municipality - provincial government - service clubs - foundation/society
- improvements to Peace River bank for day-use plus interpretive signage/programs	28-29	$30,000 to $50,000		*		- municipality - provincial government - service clubs - foundation/society
Tourist Association Activities						
- organization and marketing plan prepared by consultants or prepared by directors and manager with advice from consultant	29	$5,000 to $20,000	*			- tourist association - provincial government

APPENDIX D

ATTITUDES, ISSUES AND IDEAS

APPENDIX D
ATTITUDES, ISSUES AND IDEAS

A. Introduction

This section of the appendix presents a synopsis of the attitudes, issues and ideas identified by residents, government administrators and elected officials, tourist service and attraction operators, and businessmen. Interviews were conducted during the field research for this study. Further discussion with local officials and representatives occurred on several occasions. In addition, there were meetings and telephone discussions with government officials, representatives of tourist associations and organizations adjacent to the study area, and tour companies. Over 100 people were consulted in the identification of attitudes, issues and ideas for tourism development in the Land of the Mighty Peace.

Thirty-five interviews were conducted during the field research phase of this study. The interview guidelines included the following questions:

(1) What are the strengths and weaknesses of the Land of the Mighty Peace affecting tourism development?

(2) What are the benefits of tourism development?

(3) What opportunities are available for developing events, attractions or activities?

(4) What tourism services need to be improved or developed to attract tourists?

(5) Are human and capital resources available to operators for tourism development? Please explain.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

(6) What roles should private enterprise and government play in tourism development?

The responses were often extensive and covered a broad range of related topics. The respondents readily provided additional comments and examples to illustrate their responses.

B. Attitudes

There was overall agreement with few exceptions to the identification of the wilderness and outdoor adventure recreation activities as the major foci for tourism development in the Zone. However, a reluctance to develop this resource also was prevalent in the responses due to a concern that the resources that attract tourists could be damaged or destroyed by overuse and mismanagement. Slow and limited development to keep the increase in tourist traffic to a manageable level was one solution offered by a few respondents. Respondents were concerned that development and use should not exceed the capability of the resources.

Attitude Towards Tourism Development

Many respondents, especially facility operators, noted that tourism is only a small or negligible part of their total business volume ranging from close to zero to 20 percent. Many operators direct their service to commercial traffic with the attitude that the tourists will come anyway and since they are such a small part of their total business, no special treatment or promotion for tourists is required.

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

A sobering realism about tourism was the basis for most comments. Respondents noted that the distances to the major attractions are great and the intervening opportunities deter tourists from coming to the Zone. Besides these roadblocks to larger markets, respondents identified several problems and negative characteristics of the region that are difficult to overcome including the mosquitoes and black flies, poor road access to most parts of the Zone, high prices for goods and services, and the lack of major attractions.

Other resources in the Zone such as its history, the Peace River Valley, the hunting and fishing, and the resource harvesting and extraction industries were identified as major resources for tourism development. Capitalizing on the linkages to adjacent areas and their attractions was identified as a major opportunity to expand the tourism industry in the Zone, especially along the Mackenzie Highway and Highway 49 (Northern Woods and Water Route). Many respondents identified the opportunity to serve tourists travelling through the area and the possibility of increasing their length of stay in the Zone.

Overall, despite some negative attitudes, there is a good outlook for the improvement of tourism business activity in the Zone. This can occur if action is taken by government and industry to capitalize on the opportunities and utilize available resources.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Attitudes Towards Government

Most respondents spoke of both the role of government and the role of the private sector. Many believed that the role of government is to develop basic infrastructure such as roads and to promote tourism throughout the province, Canada and internationally. Some also felt that government should provide assistance to northern businesses to overcome the distance factor in dealing with government and transporting necessary goods and supplies to remote areas. Respondents suggested that rules and regulations designed primarily for southern business could be relaxed or be more flexible in interpretation for application to northern business. The Provincial government also was identified as the developer of some attractions in the Zone such as Dunvegan, Provincial Parks, campgrounds and other historic resources. Many respondents stated that the private sector should take the lead in developing business in the tourism sector. Entrepreneurs should capitalize on opportunities which are somewhat unique to the Land of the Mighty Peace such as facilitating hunting and fishing in remote areas. The private sector also has opportunities to invest in tourist services and facilities such as hotels, guiding services, service stations and restaurants.

Good planning and coordination of tourism development in the Zone was promoted by many of the respondents. Many see an important role for the tourist association to:

a) increase the awareness of businesses and people in the Zone about tourism, and

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

b) coordinate the efforts of the business community and governments in attracting and serving tourists and also seeking investors in tourist facility and service development in the Zone.

C. Issues

Respondents identified several issues that require resolution by business and government. The identification of most issues in the following text is not intended to imply a majority agreement by the respondents. These issues are not necessarily corroborated by facts.

Impact of Development

Precautions should be taken to ensure that tourism development does not significantly impact on the natural environment that is an attraction to tourists. The character and atmosphere associated with the northern way of life and the adventure of travelling to remote areas and the northern frontier of Alberta must be maintained.

Advertising and Promotion

More advertising and promotion should be done to promote the outdoor adventure experiences presently available in the Zone. Many of the existing attractions could attract more tourists with better marketing schemes.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Government Assistance

Government should invest in basic infrastructure for tourism and assist in attracting investment in tourist services and facilities to the Zone. Marketing of development opportunities and providing incentives for the private sector are two ways that government could assist the tourist associations and local economic development agencies in attracting businesses in the tourism industry.

Road Paving and Improvements

Highway 58 between High Level and Rainbow Lake should be paved, as well as Highway 64 between Hines Creek and the British Columbia border to facilitate travel between and along other routes through the Zone. More signage is required on highways to identify service centres and the distances between service centres. More commercial signage for tourist services and facilities should be allowed adjacent to highways, especially in urban areas such as High Level.

Promotion of Legitimate Attractions

The Zone and the Province should not promote attractions that mislead the tourist. Major and minor attractions should not receive equal billing in promotional literature. In many instances, tourists are disappointed when they visit some attractions that receive high billing in promotional literature.

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Promotion of Peace River Valley

There is little promotion of the Peace River and its valley as a major attraction and resource for development and activities. Activities that could be promoted include hiking, canoeing, nature interpretation, and scenic viewing outside the vicinity of the Town of Peace River.

Quality versus Quantity

The existing services and facilities in the Zone generally meet the basic requirements of tourists travelling through the Zone. The quality of services and facilities needs to be improved to encourage repeat visits and attract more tourists.

Fluctuating Water Levels

The water level in the Peace River fluctuates dramatically, thereby affecting its navigability and creating difficulties for water edge developments. The W.A.C. Bennett Dam in British Columbia causes these fluctuations.

Services and Facilities on Highways

The services and facilities available on the major travel corridors through the Zone are poor in terms of size and quality, especially for tour groups travelling by bus.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Linkages

The travel corridor linkages to destinations outside the Zone are not properly promoted. Coordination of promotional activities between Zones linked by major travel corridors and waterways is lacking.

Removal of Historic Resources

Many of the historic resources including buildings and artifacts are being taken from communities in the Zone and moved to southern locations and musuems. Communities are losing their historic resources.

Promotion of Attractions in the North

Promotional materials for the Zone emphasize attractions, facilities and services south of Twin Lakes. More coordination in the promotion of resources in the northern and southern reaches of the Zone, such as the attractions, services and facilities along the Mackenzie Highway, is needed.

Access to Resources

Access into the wilderness for fishing and hunting is restricted by the lack of information on guiding services, access roads, the best lakes for fishing and the best areas for hunting. More access to the Peace River Valley also is required.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Development of Recreation Areas to Serve Locals

Residents are lacking sufficient recreational opportunities to serve their own needs. The needs of tourists also could be served in recreation areas and facilities designed to serve local residents. The Hutch Lake development north of High Level is needed primarily to serve local residents but it also will serve many tourists.

Tourism Education

Programs are required to educate local businessmen and residents about the benefits of tourism development and to increase the skills of the local labour force for the hospitality industry. The local education institutions and the tourist association could develop these programs.

Tourist Information Services

The quality of tourist information services needs improvement throughout the Zone. More information service centres are required north of Manning.

The Tourist Association

A professional approach to marketing should be taken by the Zone Tourist Association to promote tourism. More businesses will join if the Association does a better job of promoting tourism.

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

D. Ideas

Apart from ideas for the development of tourism mentioned in the discussions on attitudes and issues, several ideas or suggestions were made during the interviews and during discussions with others. The ideas can be summarized as follows:

Themes

- A theme for development and promotion of the area based on promoting outdoor recreation activities such as hunting and fishing, and travel through the wilderness.
- Other themes such as agriculture in the north, the oil and gas industry, the forest industry and history of exploration, the fur trade and settlement could be developed.

Advertising and Promotions

- A special promotion similar to "Stamp Around Alberta" should be implemented in the Zone by the tourist association as a way to attract tourists and get more businesses involved in tourism.
- Promotion of the Zone as the gateway to attractions to the north in the Northwest Territories and to the west in British Columbia.

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

- A joint promotion and circle tour program organized in cooperation with the B.C. and N.W.T. tourist associations and adjacent Alberta tourist zone associations.

- The promotion of the Mackenzie Highway as the "highway to the north."

Heritage Resources

- Interpretive programs should be developed to capitalize on rich heritage resources in the Zone. These can be incorporated into programs at historic attractions and in auto tour brochures.

- The Dunvegan site should be developed further by improving the basic services and facilities for tourists and expanding the interpretive displays and programs.

- Museums in the Zone need to improve their displays and interpretation. Some communities such as High Level and Fort Vermilion need assistance in developing museums or getting them started.

- The concentration of heritage resources in the Peace River Valley presents a good opportunity to develop a system of trails and attractions, especially between Peace River and Dunvegan.

APPENDIX D
ATTITUDES, ISSUES AND IDEAS (CONTINUED)

Mackenzie Highway

- The quality of services and facilities available along the Mackenzie Highway must be improved.
- Additional service centres for fuel and food should be developed north of Twin Lakes.
- The Mackenzie Highway should be a major route for circle tours both within the Zone and connecting to other routes to destinations outside the Zone such as the Alaska Highway.
- Larger restaurant establishments are required along the Mackenzie Highway to serve tour bus groups.
- Better signage of services and service centres is required.

Accommodations

- No more hotels are required at this time but bed and breakfast and farm vacation operations could prove to be attractive.

Parks and Recreation Facilities

- Several parks and recreation facility developments are required to serve residents and provide recreation opportunities for tourists. Hutch Lake and Misery Mountain are major park developments promoted by residents.

- The development of Notikewin Provincial Park should proceed with the development of trails, day-use area and boat launch.

Fishing and Hunting

- Better organization and marketing of guide and outfitter services is required.
- Maps showing access roads and facilities at good hunting areas and fishing lakes should be distributed through tourist information centres.
- The promotion and development of fly-in fishing adventures.

Industrial Tours

- Tours of industrial activities including agriculture, oil and gas, and forestry should be incorporated into tour packages for the Zone.

Roads and Signage

- Highway 58 between High Level and Rainbow Lake should be paved.

APPENDIX D

ATTITUDES, ISSUES AND IDEAS (CONTINUED)

- Highway 64 between Hines Creek and the British Columbia border should be paved.
- Highway signage of service centres and services available to tourists should be improved.

Indian and Metis People

- Guide and outfitter services are good employment opportunities.
- Native arts and crafts are popular souvenirs for tourists. A cooperative for marketing and distribution should be established.
- The history of native people in the region can be presented by natives as part of historic interpretive programs at various attractions throughout the Zone.

APPENDIX E

ATTRACTIONS AND EVENTS

APPENDIX E

NATURAL ATTRACTIONS - LAND OF THE MIGHTY PEACE

Name of Feature	Type of Feature	Location and Access	Existing and Potential Use
Birch Hills	Uplands	Wanham Hwy. 49	Skiing, Hiking, Scenic Viewing, Big Game Hunting
Bird's Pond	Pond	Spirit River S.R.* 680	Boating
Bistcho Lake	Lake	High Level Fly-in	Fly-in Fishing, Boating
Boyer River	River	High Level Hwy. 35	Fishing
Buffalo-Head Hills	Uplands	Fort Vermilion S.R. 697	Scenic Viewing, Hiking
Burnt River	River	Wanham Hwy. 49	Fishing, Scenic Viewing
Cadotte Lake & River	Lake & River	Cadotte Lake Settlement S.R. 686	Fishing, Boating, Waterfowl Hunting
Cameron Hills	Upland	High Level Fly-in	Wilderness Outdoor Recreation
Cardinal Lake	Lake	Grimshaw Hwy. 35	Camping, Hiking, Outdoor Recreation, Waterfowl Hunting
Caribou Mountains	Upland	High Level Fly-in	Wilderness Outdoor Recreation

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* S.R. = Secondary Road

APPENDIX E

NATURAL ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Name of Feature	Type of Feature	Location and Access	Existing and Potential Use
Chinchaga River	River	High Level Hwy. 58 west	Fishing, Scenic Viewing
Clear Hills	Upland	Worsley S.R. 726	Wilderness Outdoor Recreation
Dunvegan Creek	Creek Valley	Dunvegan Hwy. 2	Scenic Viewing, X-C Skiing, Hiking
Figure 8 Lake	Lake	Grimshaw S.R. 685 & 737	Fishing
Haig Lake	Lake	Cadotte Lake Settlement S.R. 686	Fishing, Hunting
Hawk Hills	Upland	Twin Lakes Hwy. 35	Hiking, Scenic Viewing, X-C Skiing
Hay River	River	Meander River Hwy. 35	Fishing, Canoeing
Hay-Zama Lake	Lake	Assumption Hwy. 58 West	Waterfowl Hunting
Heart River	River Valley	Peace River Hwy. 2	Hiking, Fishing, X-C Skiing, Scenic Viewing
Hilltop Lake	Lake	Woking Hwy. 2	Fishing, Scenic Viewing
Hines Creek	Creek Valley	Dunvegan Hwy.2	Skiing, Hiking, Scenic Viewing
Hotchkiss River	River	Hotchkiss Hwy. 35	Camping, Fishing
Hutch Lake	Lake	High Level Hwy. 35	Camping, Boating, Fishing

APPENDIX E

NATURAL ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Name of Feature	Type of Feature	Location and Access	Existing and Potential Use
Joker Lake	Lake	Three Creeks S.R. 686	Fishing
Machesis Lake	Lake	High Level Hwy. 58 east	Camping, Fishing
Margaret Lake	Lake	High Level Fly-in	Fly-in Fishing
Meander River	River	Meander River Hwy. 35	Camping, Fishing
Meikle River	River	Manning Hwy. 35	Scenic Viewing, Fishing, Hiking
Moonshine Lake	Lake	Spirit River Hwy. 49 & S.R. 725	Camping, Fishing, Outdoor Recreation
Motto Lake	Lake	Hines Creek S.R. 685	Boating
Naylor Hills	Uplands	Twin Lakes Hwy. 35	Outdoor Recreation Hiking, X-C Skiing, Moose & Bear Hunting
Notikewin River	River	Manning Hwy. 35	Fishing
Ole Lake	Lake	Cleardale Hwy. 64	Camping, Fishing
Otter River	River	Cadotte Lake Settlement S.R. 686	Fishing

APPENDIX E

NATURAL ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Name of Feature	Type of Feature	Location and Access	Existing and Potential Use
Peace River	River Valley	Peace River Hwy. 2	Boating, Water Skiing, Hiking, Canoeing, Camping, Scenic Viewing, Berry Picking
Pitchimi Lake	Lake	High Level Fly-in	Fly-in Fishing
Ponton River	River	Fort Vermilion Hwy. 58	Fishing
Rainbow Lake	Lake	Rainbow Lake Hwy. 58	Camping, Fishing, Hiking, X-C Skiing
Running Lake	Lake	Worsley S.R. 726	Camping, Fishing
Saddle Hills	Uplands	Rycroft Hwy. 2	Scenic Viewing, Hiking, X-C Skiing, Fishing, Hunting
Saddle River	River	Wanham Hwy. 49	Scenic Viewing, Hiking, X-C Skiing, Fishing, Hunting
Sandhill Lake	Lake	Fairview Hwy. 64	Boating
Sawn Lake	Lake	Peace River Fly-in	Fishing

APPENDIX E

NATURAL ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Name of Feature	Type of Feature	Location and Access	Existing and Potential Use
Smoky River	River Valley	Peace River Hwy. 2	Canoeing, Boating, Fishing, Hiking, X-C Skiing, Scenic Viewing
Stoney Lake	Lake	Hines Creek Hwy. 64	Fishing, Camping
Sulphur Lake	Lake	Dixonville Hwy. 35	Camping,
Thurston Lake	Lake	High Level Fly-in	Fly-in Fishing
Twin Lakes	Lake	Twin Lakes Hwy. 35	X-C Skiing, Camping, Fishing, Hiking
Wabasca River	River	Fort Vermilion Hwy. 67	Fishing, Camping
Wadlin Lake	Lake	Fort Vermilion Hwy. 67	Camping, Fishing, Outdoor Recreation, Forest Fire Interpretation
Wentzel Lake	Lake	High Level Fly-in	Fly-in Fishing

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Berwyn	Neff's Gardens	Market Garden	Summer (Aug-Oct)
Berwyn	Henderson's Garden	Market Garden	Summer (July-Oct)
Berwyn	Wilderness Park	Day-Use	Year-Round
Child's Lake Indian Reserve	Eleski Shrine and Spirit Houses	Religious Site	Summer
Dixonville	Sulphur Lake	Forestry Campground	Summer
Dunvegan	St. Charles Mission and Ft. Dunvegan	Historic Site	Summer (May to Sept)
Dunvegan	Dunvegan Market Gardens	Market Garden	Summer
Dunvegan	Bridgeview Gardens	Market Garden	Summer (July-Nov)
Dunvegan	Dunvegan Bridge	Suspension Bridge	Year-Round
Dunvegan	Peace River Sign	Point of Interest Sign	Year-Round
Fairview	O. & P. Gardens	Market Garden	Summer (July-Sept)
Fairview	Farmer's Market	Produce Sale	Year-Round
Fairview	Green Island Gardens	Market Garden	Summer (Aug-Sept)
Fairview	Fairview Golf Club	9-hole Course	Summer

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Fairview	R.C.M.P. Centennial Museum	Historic Museum	Summer (May-Oct)
Fairview	Fairview Ski Club	Downhill Skiing	Winter
Fort Vermilion	Agriculture Station	Experimental Farm & Research Station	Year-Round
Fort Vermilion	Fort Vermilion	Point of Interest Sign	Year-Round
Grimshaw	Wilderness Park and Trout Pound	Day Use Park	Year-Round
Grimshaw	Kilometre 0 Mackenzie Hwy.	Wayside Info. Sign	Year-Round
Grimshaw (5 km north)	Mackenzie Hwy. History	Point of Interest Sign	Year-Round
High Level	High Level Golf Club	9-hole Course	Summer
High Level	Lumber Mill	Lumber Mill Tour	Year-Round
High Level	Footner Lake Forest Headquarters	Forestry Operations and Water Bombing Station	Summer
Hines Creek	Hines Creek Golf Club	9-hole Course	Summer
Hotchkiss	Condy Meadows Golf Club	9-hole Course	Summer
Indian Cabins	Tree Grave and Spirit Houses	Native Cemetery	Summer

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
La Crete	Buffalo Head Hill Recreation Area	Day Use Park	Summer
La Crete	Ferry	Tug and Barge	April to November
Manning	R & S Farms	Market Garden	Summer
Manning	Farmer's Market	Produce Sale	Summer
Manning	Charles Plavin Homestead	Historic Buildings	Year-Round
Manning	Manning Ski Club	Ski-Hill X-Country Trails	Winter
Nampa (Jean-Cote)	Rainbow Trout Park	Fishing, Campground and Recreation Area	Summer
Nampa	Heart River Golf Club	9-hole Course	Summer
Peace River	Green Valley Trail	Historic/Nature Trail	Summer
Peace River	Peace River Golf Club	9-hole Course	Summer
Peace River	Driving Range	Golf Driving Range	Summer

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Peace River	Sheridan Lawrence Cairn	Point of Interest Cairn	Year-Round
Peace River	Dr. Green Cairn	Point of Interest Cairn	Year-Round
Peace River	Centennial Museum	Historic Museum	Year-Round
Peace River	12 Foot Davis Statue	Point of Interest Sign, Statue & Plaque	Year-Round
Peace River	Grave of 12 Foot Davis	Viewpoint, Cairn and Tomb	Summer
Peace River	Sagitawa Lookout	Viewpoint	Year-Round
Peace River	Misery Mtn. Ski Development	Ski-Hill X-Country Trails	Winter
Peace River	Boat Launch	Boat Launch	Summer
Peace River	Tar Island River Cruise	Boat Cruise	Summer
Peace River	Shaftesbury Trail	Scenic Drive	Year-Round
Peace River	St. Augustine's Roman Catholic Church	Historic Site	By appointment
Peace River	Fort Fork Mackenzie Cairn	Historic Cairn (Highway Wayside)	Summer

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Peace River	Shaftesbury Ferry-Blakely Landing	Historic Cairn	Summer
Peace River	Fort McLeod Cairn	Historic Cairn (Highway Pull-Out)	Summer
Rainbow Lake	Rainbow Lake, Zama Gas and Oil Fields	Gas and Oil Fields	Year-Round
Rainbow Lake	Snowmobile & X-Country Trails	Winter Trails	Winter
Rocky Lane	Rocky Lane Cemetery	Religious Site	Summer
Rycroft	Johnson's Gardens	Market Garden	Summer
Rycroft & Spirit River	Sylvan Meadows Golf Club	9-hole Course	Summer
Rycroft & Spirit River	Old Roman Catholic Mission & Cemetery	Historic Site	Year-Round
St. Isidore	St. Isidore Cultural Centre	Weaving Centre	Year-Round
Tangent	Tangent Golf Club	9-hole Course	Summer
Three Creeks	Shell Oil In-situ Plant	Steam Oil Plant	Year-Round

APPENDIX E

ATTRACTIONS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Wanham	Grizzly Bear Prairie Museum	Historic Museum	Summer
Wanham	Birch Hills Ski Club	Skihill X-Country Trails	Winter
Wanham	Grizzly Bear Prairie Museum	Historic Museum	Summer
Wanham	Birch Hills Ski Club	Skihill X-Country Trails	Winter

APPENDIX E

EVENTS - LAND OF THE MIGHTY PEACE

Location	Name	Type	Season
Berwyn	Bear Lake Sports Day	Sports	Summer (July 1)
Berwyn	Flower and Vegetable Show	Agriculture	Summer (August)
Berwyn	Berwyn Fiesta	Cultural	Summer (August)
Eaglesham	Eaglesham Fair	Cultural	Summer (August)
Fairview	Oldtimers Picnic	Cultural	Summer (June)
Fairview	Waterhole Amateur Rodeo	Sport	Summer (July)
Fairview	Seed Fair & Bench Show	Agriculture	Winter (March)
Fairview	Flower Show	Agriculture	Summer (August)
Fairview	Winter Carnival	Cultural Sports	Winter
Fort Vermilion	Fort Vermilion Rodeo	Sport	Summer (June)
Fort Vermilion	Winter Carnival	Cultural	Winter
Grimshaw	North Peace Trade Fair	Cultural	Summer (mid-June)
Grimshaw	Outhouse Races	Entertainment	Summer

APPENDIX E

EVENTS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Grimshaw	North Peace Stampede and All Girls Rodeo	Sport	Summer (mid-August)
Grimshaw	4 x 4 Mud Championships	Sport	Summer
High Level	Midnight Golf Tournament	Sport	Weekend nearest June 21 (summer solstice)
High Level	Rodeo	Sport	Summer (mid-July)
High Level	Lions Winter Carnival	Sport and Entertainment	Spring
High Level	Heritage Days	Cultural	Summer (August)
Hines Creek	Bench Show & Horticulture Show	Agricultural	Spring (April)
Hines Creek	Heritage Day Celebrations	Cultural	Summer (August)
Hines Creek	Agricultural Fair	Agricultural	Summer (August)

APPENDIX E

EVENTS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Hines Creek	Farmer's Market	Agricultural	Summer
La Crete	Farmers Day	Agricultural/ Entertainment	June
Manning	Battle River Fair & Rodeo	Agricultural	Summer (mid-July)
Nampa	Figure Skating Carnival	Cultural	Winter (March)
Nampa	Heritage Day & Homecoming	Cultural	July/ August
Peace River	Smoky River Jet Boat Race	Sport	July
Peace River	Agricultural Society Fair	Agricultural	August
Peace River	World Championship Irish Pig Race	Entertainment	March
Peace River	Kinsmen Street Bingo	Street/Car Outdoor Bingo	June
Rainbow Lake	Black Gold Days	Winter Carnival	March

APPENDIX E

EVENTS - LAND OF THE MIGHTY PEACE (CONTINUED)

Location	Name	Type	Season
Rocky Lane	Stampede	Sport	August
Rycroft	Lions Club Fun Fair	Cultural	August
Rycroft	Northern Winter Frolic	Cultural	March
Rycroft	Las Vegas Night	Cultural	February
Rycroft	Triple R Days Rodeo	Agricultural	June
Rycroft	Northern Winter Frolic	Entertainment	March
Spirit River	June Jamboree	Cultural	June
Spirit River	Peace Council Festival of Arts	Cultural (Arts)	September
Wanham	Alberta Plowing Championship	Agricultural	June

APPENDIX F

AIRPORTS

APPENDIX F

LIST OF AIRPORTS

All airports in the Land of the Mighty Peace (as of 1980) are listed below, along with their general locations. Many of the air strips listed here are not suitable for use except by experienced pilots flying specific types of aircraft. Most facilities can provide no services for visitors. Pilots are warned to carefully check current information regarding all airstrips before planning to land at any of the airports or to use any of the other air facilities. Most of the airports require prior permission for landing to be granted.

Nearest Community	Airport Name	Location	Airport Serial No.
Berwyn	Allan's	T82R25W5	6557
Bonanza	Melnyk's	T81R12W6	6520
Brownville	Kulovits'	T82R25W5	6937
Buffalo Head Prairie	Buffalo Creek	T103R14W5	6784
Cadotte Lake	Cadotte	T86R15W5	6634
Cadotte Lake	Little Buffalo Lake	T86R14W5	6505
Cadotte Lake	Little Cadotte	T91R16W5	6724
Cadotte Lake	Otter Lakes	T89R13W5	6687
Chateh	Chateh	T112R5W6	677
Chateh	Foggy Tower	T111R6W6	6722
Cleardale	Zunti's	T84R10W6	6807
Deadwood	Dzaman's	T89R22W5	6717
Deadwood	Gordey's	T88R21W5	6669
Deadwood	Reinders', H.	T88R21W5	6668
Deadwood	Reinders', A.	T89R22W5	6558
Eaglesham	Golemiec	T78R26W5	6968
Eaglesham	Grant's	T79R25W5	6661
Eaglesham	Webb's	T77R26W5	6591
Fairview	Fairview	T82R3W6	637
Fairview	Sopkow's	T81R6W6	6939
Fort Vermilion	Fort Vermilion	T108R12W5	639
Fort Vermilion	North Vermilion	T108R13W5	6209
Fort Vermilion	Wadlin Tower	T101R9W5	6720
Fox Lake	Fox Lake	T109R4W5	6633
Fox Lake	Lambert Creek Tower	T104R1W5	6764
Grimshaw	Grimshaw	T83R23W5	6621
Grimshaw	Martin's	T84R24W5	6865
Habay	Habay	T113R5W6	6211
High Level	High Level	T111R19W5	6418
High Level	Lanti's	T109R18W5	6810
High Level	Prairie Point	T107R15W5	6160
High Level	Steffen's	T109R17W5	6714

APPENDIX F

LIST OF AIRPORTS (CONTINUED)

Nearest Community	Airport Name	Location	Airport Serial No.
Hines Creek	Kobbert's	T83R6W6	6941
Hotchkiss	Hotchkiss	T96R6W6	6685
Indian Cabins	Thurston Lake	T126R2W6	6205
Indian Cabins	Yates Tower	T125R14W5	6763
Jean D'or Prairie	Jean D'or Prairie	T109R7W5	6553
Keg River	Keg River	T101R23W5	6174
Keg River	Keg Tower	T99R3W6	6415
Keg River	Fontas	T101R9W6	6410
Keg River	Petro Can Keg	T102R2W6	6845
La Crete	La Crete	T106R15W5	6853
Manning	Bison	T93R16W5	6723
Manning	Graw's, B.	T92R22W5	6670
Manning	Graw's, H.	T92R22W5	6671
Manning	Grimm's	T92R23W5	6674
Manning	Manning	T92R23W5	6675
Meander River	Meander River	T115R22W5	6179
Notikewin	Notikewin	T90R4W6	6398
Peace River	Peace River	T83R22W5	613
Rainbow Lake	Rainbow Lake	T109R9W6	6430
Rainbow Lake	Rainbow Lake/Comet	T110R7W6	6537
Rainbow Lake	Rainbow Lake/Mobil 1128	T109R6W6	6443
Silver Valley	Eby's	T81R11W6	6664
Spirit River	Spirit River	T78R6W6	6111
Steen River	Steen River	T122R19W5	6203
Steen River	Steen Tower	T122R22W5	6207
Three Creeks	Three Creeks	T85R19W5	6846
Twin Lakes	Talbot Lake	T96R10W5	6636
Twin Lakes	Basnett	T96R12W6	6686
Wanham	Bennett's	T76R3W6	6863
Wanham	Skirzyk's	T77R3W6	6204
Wanham	Wells'	T77R3W6	6852
Worsley	Doig	T92R10W6	6397
Worsley	Worsley	T87R7W6	6229
Zama Lake	Amber Tower	T117R9W6	6885
Zama Lake	Gulf Zama	T116R4W6	6583
Zama Lake	Mobil Bistcho	T120R6W6	6758
Zama Lake	Zama Lake	T116R6W6	6986

SOURCE: "Alberta Air Facilities Maps" and "VFR Supplement to the Alberta Air Facilities Maps, 1980", Alberta Aviation Council, Edmonton, 1980.

APPENDIX G

HERITAGE RESOURCES EVALUATION CRITERIA, HIGH PRIORITY HERITAGE RESOURCES, LIST OF HISTORIC RESOURCES, AND SELECT BIBLIOGRAPHY: HERITAGE RESOURCES

APPENDIX G

HERITAGE RESOURCES EVALUATION CRITERIA

The heritage resources evaluation system which follows is a weighted system for measuring the intrinsic cultural merits of an individual heritage site. It was undertaken so that a comparative evaluation of all identified resources could be made for purposes of initiating development programs (generally interpretive) dealing with the cultural background of the Peace River - Mackenzie Highway Corridor region.

There are three criteria used to make the assessment of an individual heritage resource. These criteria are:

1. Antiquity:

(a) Prehistoric Resources

- Early Prehistoric Period.
  (10,000 to 5,000 B.C).............20 points
- Middle Prehistoric Period
  (5,000 B.C. to A.D. 200)..........15
- Late Prehistoric Period
  (A.D. 200 to 1750)................10
- Protohistoric Period
  (A.D. 1750 to 1785)............... 5

(b) Historic Resources

- Built prior to 1870...............20 points
- Built between 1870 and 1899.......15
- Built between 1900 and 1930.......10
- Built since 1930.................. 5

APPENDIX G

HERITAGE RESOURCES EVALUATION CRITERIA (CONTINUED)

2. Thematic Representation:

(a) Prehistoric Resources

- Associated with patterns of culture that are of primary significance to the understanding of early man within Alberta ....20 points
- Associated with patterns of culture that are of secondary significance to the understanding of early man within Alberta ....10 points
- Associated with patterns of culture that are of tertiary significance to the understanding of early man within Alberta .... 5 points

(b) Historic Resources

- Associated with cultural patterns or events or individuals of primary significance to the historic development of Alberta ....20 points
- Associated with cultural patterns or events or individuals of secondary significance to the historic development of Alberta ....10 points
- Associated with cultural patterns or events or individuals of tertiary significance to the historic development of Alberta .... 5 points

3. Susceptibility to Interpretation (all resources)

- Documentary ability (in all media) to sustain development of an informative interpretive program: 10 (Good) 5 (Fair)
- Physical ability to withstand interpretive development, including increased visitor usage: 10 (Good) 5 (Fair)
- Accessibility:

  (a) Near Primary Highway..............10 (Good)
  (b) Near Secondary Road............... 5 (Fair)

APPENDIX G

HERITAGE RESOURCES EVALUATION CRITERIA (CONTINUED)

SIGNIFICANCE RATINGS:

High Priority Resource:	41 - 70
Middle Priority Resource:	15 - 40
Low Priority Resource:	0 - 14

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES

Resource Name: Northern Alberta Railways Station
Location: 9409 - 100 Street, Peace River
Theme: Settlement
Resource Status: Standing Structure

This railway station was constructed in 1916 by the Edmonton, Dunvegan and British Columbia Railway, which later merged with two other lines to form Northern Alberta Railways. It served as a passenger station until the 1960s, and is associated closely with the opening of the Peace River country to agricultural settlement.

Resource Name: Little Red River Post
Location: Can only be approached
using secondary roads.
Theme: Fur Trade
Resource Status: Archaeological Site

Situated east of Fort Vermilion near the Peace River, Little Red River Post functioned as an important fur trade post between 1870 and 1950, when it was replaced by a new store on the Fox Lake Indian Reserve. The importance of the site is suggested by the serious competition which the Hudson's Bay Company faced from two rivals; Lampson and Hubbard, and Revillon Freres. Several log buildings related to later phases of the local fur trade are extant. The site is important to our understanding of the era of the free trader in the northern Alberta fur trade.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Wentzel's Post
Location: Can only be approached using secondary roads.
Theme: Fur Trade
Resource Status: Archaeological Site

This historic archaeological site relates to an outpost known as Wentzel's Post, which was established in the summer of 1799 by John Stuart of the North West Company. It received its name in 1804 when explorer David Thompson found W. F. Wentzel trading there. It seems to have been abandoned circa 1818. Wentzel's Post represents the intense rivalry between the Hudson's Bay Company and the North West Company.

Resource Name: Fort Vermilion II
Location: Located at the present site of the North Vermilion Ranger Station on the west bank of the Peace River to the north of Fort Vermilion.
Theme: Fur Trade
Resource Status: Several buildings extant; only one on original site (factor's house); site partly destroyed by road construction.

During the period 1828-1832 Fort Vermilion I, the Hudson's Bay Company's principal post on the lower Peace River, was moved to this site, just above the mouth of the Boyer River. This second post operated into the twentieth century and became the nucleus of the town of Fort Vermilion.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name:	Fort Vermilion Settlement
Location:	Close to townsite of Fort Vermilion
Theme:	Northern Agriculture
Resource Status:	Many original buildings remain

Also known as Mr. Jones's farm, the Fort Vermilion settlement was established in the 1890s as an experimental farm several kilometres west of the present community. Robert Jones came to Canada from Wales in 1877 and moved to Fort Vermilion in 1890 as an employee of the Hudson's Bay Company. He soon found new employment with the Anglican Church as a mission farmer, and was engaged to turn the church's small farm into an experimental centre. Jones remained superintendent of this establishment until 1935. Such farms were important in demonstrating the agricultural capabilities of the Peace River region.

Resource Name:	St. Barnabas Anglican Church
Location:	Situated off Highway 58 near Rocky Lane.
Theme:	Transition from a Nomadic Economy
Resource Status:	Standing Structure (abandoned)

Constructed in 1902-3, St. Barnabas is the second oldest standing church in the Diocese of Athabasca. It was built by the first settlers of the district, including E. J. Lawrence and Sheridan Lawrence, both noted farmers. It was also associated with local mission work done by the Anglicans.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Aspin House
Location: Difficult approach from Secondary Road 697
Theme: Fur Trade
Resource Status: Archaeological Site

This historic archaeological site relates to Aspin House, constructed by John Finlay of the North West Company in 1792 to replace another outpost known as Boyer's Post. Aspin House was abandoned in favour of Fort Vermilion I in 1798 or 1799. It was also known as Fort du Tremble, a reference to the local aspen poplar.

Resource Name: Horse Shoe House
Location: Situated between Mackenzie Highway and Secondary Road 741 near Hotchkiss.
Theme: Fur Trade
Resource Status: Archaeological Site

In 1803 David Thompson referred to this post as being on the Peace River "horseshoe" just above the mouth of the Battle or Notikewin River. It was probably built by Archibald McLeod of the North West Company to compete with an XY Company post in the same area. It seems to have been abandoned after the amalgamation of the North West Company and the XY Company in 1804. It is rare to find any site associated with the XY Company.

APPENDIX C
HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name:	Battle River Post
Location:	Site is located near the four corners of sections 25, 26, 35 and 36, on the west bank of the Peace River and the south bank of the Notikewin River, at the mouth of the Notikewin River.
Theme:	Fur Trade
Resource Status:	Archaeological Site

This archaeological site is all that remains of the Battle River Post, established by the Hudson's Bay Company in 1870 near the mouth of the Notikewin River. It apparently operated until the 1950s, and demonstrates the longevity of the fur trade in the Peace River country.

Resource Name:	Fort Fork
Location:	Located ten km above the junction of the Smoky River on the Peace -- go north on Highway 49 through Tangent to Blakely Brothers property, site can be approached on a poor road down through fields to the flat.
Theme:	Fur Trade
Resource Status:	Archaeological Site

Fort Fork was established in 1792 on the orders of explorer and fur trader Alexander Mackenzie. While the post served as an outpost and provisions post for Fort Chipewyan, it is better remembered as the place where Mackenzie wintered in 1792 before continuing on his journey to the Pacific Ocean in the next year. The post remained open until circa 1806. In 1976 many of the stones from the post fireplace and chimney were moved to Peace River and reconstructed in front of the museum. The original site is marked by a Historic Sites and Monuments Board cairn.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Shaftesbury Settlement
Location: South of the Town of Peace River north of the Peace River
Themes: Transition from a Nomadic Economy to Northern Agriculture
Resource Status: Unknown

In 1887 the Reverend John Gough Brick established the Shaftesbury Settlement for the Anglican Church. This became the focal point of his experimental farming operations, designed to prove the productivity of the Peace River district. In 1893 the Chicago World's Fair awarded Brick a medal for the most northerly grain crop. Brick's efforts did much to convince the public that the region was fertile.

Resource Name: Charles Plavin Homestead
Location: West of Secondary Road 690, near North Star.
Theme: Settlement
Resource Status: Standing Structures

In 1920-21 Charles Plavin and Fred Jenson erected the Plavin homestead, of which many structures are extant. These buildings, and the main house in particular, show very clearly the direct transplantation of Latvian rural architecture in Alberta. Such architecture is rare in Alberta and indeed in Canada as a whole. The site is a Provincial Historic Site, owned by Alberta Culture, which developed an assessment plan of the site in 1982. No implementation has yet followed.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Fort Dunvegan
Location: Just south of Fairview on Highway 2.
Theme: Fur Trade
Resource Status: One standing structure extant

In 1805 Archibald Norman McLeod of the North West Company established this post and named it Dunvegan after the ancestral home of the McLeod's on the Isle of Skye in Scotland. It served as a provisioning post to Fort Chipewyan on Lake Athabasca, and as a staging point for western expansion of the trade into New Caledonia (British Columbia). It remained in operation until 1918, except for three years in the 1820s when it was abandoned temporarily. For a time it served as the headquarters of the Peace River fur trade district of the Hudson's Bay Company. Only the factor's house is extant. It is a Provincial Historic Site. Alberta Culture has completed a development plan for the site, but it has not yet been approved for implementation.

Resource Name: St. Charles Mission
Location: Beside the Dunvegan Bridge on the north side of the Peace River, off Highway 2
Theme: Transition from a Nomadic Economy
Resource Status: Standing Structure

The St. Charles Mission was established by Father Christopher Tissier of the Catholic Church in 1866. By 1885 Bishop Grouard had added a new church to the earlier mission. This was a major religious centre of the Peace River district. The mission was abandoned in 1903. The 1885 church is extant and is a Provincial Historic Site. Alberta Culture is currently restoring the rectory.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Revillon Freres Trading Post
Location: South of Secondary Road 727 near Spirit River
Theme: Fur Trade
Resource Status: Standing Structure

Revillon Freres, a major French firm that became active in the Canadian fur trade after the transfer of Rupert's Land to Canada in 1870, competed vigourously with the Hudson's Bay Company throughout the fur fields of northern Alberta. This particular post, located near Spirit River, was founded to compete with an existing HBC establishment. It continued to do business until 1919, and represents the important subtheme of the free traders of the Canadian fur trade.

Resource Name: Sheridan Lawrence Ranch
Location: Situated south of Highway 58 and west of Town of Fort Vermilion.
Theme: Northern Agriculture
Resource Status: Standing Structures

This site, comprising six structures, was developed by the Lawrence family, who arrived in the area near Fort Vermilion in 1887. This farm (or ranch) was one of the earliest and most successful Peace River agricultural operations and contributed enormously to the promotion of the district as arable. Its historic value is enhanced through its association with the Lawrence family members, who were very active in community organizations and local government. The main building, the ranch house, dates from 1896-7. The ranch is a registered historic resource, although Alberta Culture has no development plans for it at present.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Superintendent Van Norman Residence
Location: 11011 - 99 Street, Peace River
Theme: Transition from a Nomadic Economy
Resource Status: Standing Structure

This imposing two-storey frame residence was constructed in 1916 to serve as the Royal North West Mounted Police officer's quarters in the Town of Peace River, which had just received its railway link to southern markets. The population increase that the railway would shortly bring dictated additional police protection. This structure is the only one left of three buildings put up on the site in 1916.

Resource: Restoration House
Location: 9811 - 98 Avenue, Peace River
Theme: Fur Trade
Resource Status: Standing Structure

This two-storey structure was constructed at the mouth of Pat's Creek in 1913 to serve as the Hudson's Bay Company factor's house. It served that function until the late 1930s, when it was moved to its present location, where it was turned into a rooming house. Arhitecturally, it is of considerable interest.

Resource Name: Revillon Freres Trading Post
Location: 10114 - 100 Avenue, Peace River
Theme: Fur Trade
Resource Status: Standing Structure

In 1912 Revillon Freres, the French fur trade independents, constructed this trading post in Peace River. It served in this role until 1928, when the United Church bought it for use as a church. In 1953 it was bought by the local Elks and relocated to its present site. Revillon Freres were a major influence in the fur trade of northern Alberta after 1870.

APPENDIX G

HIGH PRIORITY HERITAGE RESOURCES (CONTINUED)

Resource Name: Old Bay House
Location: River Lot A, Range 2. Plan Fort Vermilion
Theme: Fur Trade
Resource Status: Standing Structure

This elegant two-storey house with adjoining verandah was built around the turn of the century as the residence of the chief factor of the Hudson's Bay Company post at Fort Vermilion. It functioned as such until the 1930s. It is said to be the last remaining on-site structure from the original Fort Vermilion site. This structure is a registered historic resource.

APPENDIX G

ANNOTATED BIBLIOGRAPHY: HERITAGE RESOURCES

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APPENDIX G

ANNOTATED BIBLIOGRAPHY: HERITAGE RESOURCES (CONTINUED)

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